

ERASMUS COURSE CATALOGUE

SEMESTER INDEX

Select a semester to go directly to its first listed course.

1st Semester

Principles of Management



2nd Semester

Marketing Mix



3rd Semester

Sociology



4th Semester

E-Government



5th Semester

Management Information Systems



6th Semester

Quantitative Methods for Research Data Analysis



7th Semester

Services Marketing



8th Semester

Undergraduate Thesis or Two Courses



14.1 1st Semester Courses

COURSE OUTLINE

COURSE CODE: 260101

SEMESTER: 1st

COURSE TITLE: Principles of Management

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: -

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: -

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210101_Per_Arxes-Management.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe the concept and scope of management, identifying how a business unit is managed, how it operates, the roles within it and the processes performed, in relation to its internal and external environment.
2. Comprehension: On completion of the course, students will be able to distinguish the functions of management and draw conclusions concerning the management of an organisation.

SKILLS

3. Application: Students will be able to apply available theoretical models in practice, examine alternative approaches to management and employee management, and make the necessary adjustments to the decision-making process.
4. Analysis: Students will be able to combine strategic options and develop solutions to complex business problems.
5. Synthesis: Students will be able to understand decision-making within an organisation and propose possible changes, as well as devise a new management approach that improves business operations.

COMPETENCES

6. Evaluation: On completion of the course, students will be able to evaluate the administrative structure and operation of an organisation, assess its decision-making process, and evaluate the role of the leader.

GENERAL COMPETENCES

Through the course, students will develop competences in:

1. Decision-making.
2. Analysis and synthesis of data and information.
3. Independent work.
4. Working in an interdisciplinary environment.
5. Exercising critical and self-critical judgement.

COURSE CONTENT

1. Introduction to Management
2. Business and the Business Environment
3. Management Theories
4. Case Study A
5. Fundamental Concepts and Functions of Planning
6. Strategic Decision-Making

COURSE CONTENT - continued

7. Corporate Social Responsibility
8. Case Study B
9. Market Segmentation
10. Organisational Change and Organisational Culture
11. Human Resource Management
12. Leadership and Communication
13. Control: Principles, Process and Areas of Control

RECOMMENDED BIBLIOGRAPHY

1. Sarmaniotis, Ch. (2019). Strategic Management: Theory, Practice, Exercises, Business Cases, 2nd ed. Zygos Publications.
2. Bachrach, D. G. & Schermerhorn, J. R. Jr. (2018). Introduction to Management, 2nd ed. Broken Hill Publishers.
3. Mantzaris, Ioannis. Business Organisation and Management.

COURSE OUTLINE

COURSE CODE: 260102

SEMESTER: 1st

COURSE TITLE: Microeconomic Theory

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours | ECTS Credits: 5

Practical Exercises: -

Laboratory Exercises: -

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: -

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek-English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210102_Per_Mikrooikonomikh-theoria.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe the subject matter of Microeconomic Theory.
2. Comprehension: Distinguish and assess the fundamental problems addressed by Microeconomic Theory, including scarcity of productive resources, allocation of factors of production, business profitability, and the operation of different market structures.

SKILLS

3. Application: Examine the basic principles of demand and supply.
4. Analysis: Combine elements of Consumer Theory (indifference curves, budget constraint, etc.).
5. Synthesis: Apply key elements used to determine production (average cost, marginal cost, etc.) to real-world cases (business activity case studies).

COMPETENCES

6. Evaluation: Evaluate and apply the analysis of the four market structures in interpreting economic problems, specifically perfect competition, monopoly, oligopoly and monopolistic competition.

GENERAL COMPETENCES

- Search for, analyse and synthesise data and information, using the necessary technologies.
- Independent work.
- Teamwork.
- Exercise of critical and self-critical judgement.
- Promotion of free, creative and inductive thinking.
- Decision-making.

COURSE CONTENT

1. Introduction to Economic Theory
2. Introduction to Functions and Variables in Economics
3. The Economic Problem of Resource Allocation
4. Demand Theory; Supply Theory
5. Market Equilibrium; Shifts in Demand and Supply Curves
6. Demand and Consumer Behaviour
7. Price Elasticity of Demand; Income Elasticity; Arc Elasticity; Point Elasticity; Cross Elasticity; Elasticity of Supply
8. Cost Theory; Product and Cost Curves and Functions
9. Market Structures; Perfect Competition
10. Short-Run and Long-Run Equilibrium of the Firm and the Industry
11. Monopoly
12. Monopolistic Competition
13. Oligopoly

RECOMMENDED BIBLIOGRAPHY

RECOMMENDED BIBLIOGRAPHY - Microeconomic Theory

- Sloman, John; Wride, Alison; Garratt, Dean. Introduction to Economics: Microeconomics. Broken Hill Publishers Ltd, 2017.
- Nicholson, Walter; Snyder, Christopher. Microeconomic Theory. Kritiki Publications S.A., 2018.
- Krugman, P. & Wells, R. (2015). Microeconomics. Worth.
- McConnell, C., Brue, S. & Flynn, S. (2014). Microeconomics: Principles, Problems, & Policies. McGraw-Hill Series in Economics.
- Kreps, D. (2019). Microeconomics for Managers. Princeton University Press.

COURSE OUTLINE

COURSE CODE: 260103

SEMESTER: 1st

COURSE TITLE: Introduction to Information Technology

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: -

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: None

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek-English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210103_Per_Eisagwgh-sthn-plhroforikh.pdf

LEARNING OUTCOMES

The purpose of the course is to describe a computer system, explain its functions, and enable new students to acquire basic skills in using it. It also aims to provide students with appropriate knowledge of office automation applications and of the advantages offered by new technologies in work and everyday life. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Identify and classify the various categories of software; describe the basic functions of an operating system; identify the main types of secondary storage, such as hard disks and optical disks.
2. Comprehension: Distinguish between data and information; recognise the importance of networking and data communications; explain and assess different categories of computers; identify and assess the fundamental components of a computer system - input, processing, output and storage; distinguish Internet services and understand the basic structure of the Internet.

SKILLS

3. Application: Explore the practical use of the main Internet services.
4. Analysis: Design tables and charts in spreadsheet software.
5. Synthesis: Create documents on a computer using a word processor and organise the use of electronic mail.

COMPETENCES

6. Evaluation: Evaluate the basic features of word-processing systems; assess the advantages offered by spreadsheet applications; evaluate the operation of websites and web browsers; identify the comparative advantages of different available software applications and use the application judged most appropriate for high-quality completion of their work.

GENERAL COMPETENCES

- Search for, analyse and synthesise data and information, using the necessary technologies.
- Independent work.
- Teamwork.
- Generation of new research ideas.
- Project planning and management.
- Promotion of free, creative and inductive thinking.

COURSE CONTENT

Theory:

1. Evolution of Technology and Computers
2. Computer Architecture and Categories of Computers
3. Description and Operation of the Computer
4. Physical Components of a Computer (Central Processing Unit, memory, graphics subsystem, storage subsystem, input/output units)
5. Peripheral Devices (printers, scanners, multifunction devices, controller cards, UPS units)
6. Storage Media (magnetic disks, optical disks and portable memory devices)
7. Computer Software; Operating Systems

COURSE CONTENT - Introduction to Information Technology, continued

8. Application Software
9. Basic Concepts of Data Management; Communications, Data Networks and Communication Devices (network interface cards, modems, routers)
10. The Internet and Its Services
11. Technology in Everyday Life; Digital Life and Gadgets
12. Information Technology, Society and Business Administration; Applications of Information Technology in Education, Health, Transport, Work, etc.
13. Security Issues in Computer Communications

PRACTICAL EXERCISES

1. Use of a Computer and Basic Peripheral Units; Computer Setup and Operation
2. Installation and Use of Peripheral Devices (printer, scanner, storage media and audiovisual equipment)
3. Operating System (OS) Tasks: Basic OS Operations and File Management
4. Use of a Local Area Network; Additional Operating System Capabilities
5. Word Processing: Text Composition and Spell Checking
6. Document Formatting and Printing; Tables and Table Operations
7. Inserting Images into Text
8. Spreadsheets: Familiarisation with the Spreadsheet Working Environment
9. Tables in a Spreadsheet
10. Formatting Cell, Row and Column Content and Appearance; Formulae and Functions
11. Charts; Spreadsheet Printing Operations
12. The Internet and Its Basic Services; World Wide Web; Subject Directories; Search Engines
13. Electronic Mail; Editing Webpage Text

RECOMMENDED BIBLIOGRAPHY

1. Fundamentals of Information Technology

Eudoxus Book Code: 102070210

Edition: 1/2021

Authors: O'Leary, Timothy J.; O'Leary, Linda I.; O'Leary, Daniel

ISBN: 9789925588329

Type: Textbook

Publisher: Broken Hill Publishers Ltd

2. Introduction to Information Technology

Eudoxus Book Code: 77109607

Edition: 2nd ed./2018

Authors: Evans, Alan; Martin, Kendall; Poatsy, Mary Anne

ISBN: 978-960-586-236-7

Type: Textbook

Publisher: Kritiki Publications S.A.

RELEVANT SCIENTIFIC JOURNALS

COURSE OUTLINE

COURSE CODE: 260104

SEMESTER: 1st

COURSE TITLE: Mathematics

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: -

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: None

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek-English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210104_Per_Mathimatika.pdf

LEARNING OUTCOMES

The purpose of the course is to enable new students to acquire the basic skills, knowledge and competences required to use mathematical tools that will support their studies in subsequent semesters and at postgraduate level. A further objective is to bring students to a more uniform level of mathematical knowledge so that all first-year students can meet the demands of their studies despite entering from different educational backgrounds. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Become familiar with fundamental mathematical knowledge and describe mathematical models; know and identify the basic elements of algebra.
2. Comprehension: Distinguish types of mathematical problems in various fields of management science; understand and interpret mathematical transformations.

SKILLS

3. Application: Use mathematical tools to calculate and graphically represent problems and interpret their graphical representations.
4. Analysis: Break down complex models into simpler ones and design the solution for each component.
5. Synthesis: Combine solutions to simpler mathematical models into more complex models, thereby supporting management decision-making and explaining the processing of data.

COMPETENCES

6. Evaluation: Compare complex mathematical problems qualitatively and efficiently and determine their solutions.

GENERAL COMPETENCES

- Search for, analyse and synthesise data and information, using the necessary technologies.
- Decision-making.
- Independent work.
- Working in an interdisciplinary environment.
- Generation of new research ideas.
- Promotion of free, creative and inductive thinking.

COURSE CONTENT

Theory:

1. Introduction to Mathematics
2. The Concept of the Variable
3. Equations: Concepts and Manipulation
4. Inequalities: Concepts and Manipulation
5. Graphical Representation of Linear Equations and Inequalities
6. Systems of Equations and Inequalities
7. Non-Linear Functions and Applications
8. Multivariable Functions
9. Differentiation and Identification of Extrema (applications of optimisation in management and economics)

COURSE CONTENT - Mathematics, continued

- 10. Integration
- 11. Sequences and Series
- 12. Problem Analysis
- 13. Problem Synthesis

RECOMMENDED BIBLIOGRAPHY

- 1. Mathematics for Economics and Business Sciences

Eudoxus Book Code: 68373069

Edition: 1/2017

Author: Jacques, Ian

ISBN: 9789963274338

Type: Textbook

Publisher: Broken Hill Publishers Ltd

- 2. Mathematics

Eudoxus Book Code: 50659262

Edition: 2nd ed./2015

Author: Bradley, Teresa

ISBN: 978-960-586-084-4

Type: Textbook

Publisher: Kritiki Publications S.A.

RELEVANT SCIENTIFIC JOURNALS

COURSE OUTLINE

COURSE CODE: 260105

SEMESTER: 1st

COURSE TITLE: Principles of Financial Accounting

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: -

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: None

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=244>

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the dimensions of business financial transactions and the accounting function, with emphasis on the framework of the Greek Accounting Standards (GAS).
2. Comprehension: Distinguish and explain which business transactions constitute accounting events that must be recorded.

SKILLS

3. Application: Classify accounting events and record them in the accounting books in accordance with the Greek Accounting Standards.
4. Analysis: Calculate and examine the accounting cycle and determine the financial result arising from business activity.
5. Synthesis: Organise and explain the financial statements prescribed by the Greek Accounting Standards.

COMPETENCES

6. Evaluation: Evaluate and interpret financial statements and compare them with those of other enterprises.

GENERAL COMPETENCES

Upon successful completion of the course, students develop knowledge and competences that support:

- Search for, analysis and synthesis of data and information, using the necessary technologies.
- Adaptation to new situations.
- Decision-making.
- Independent work.
- Teamwork.
- Project planning and management.
- Promotion of free, creative and inductive thinking.

COURSE CONTENT

1. Introduction to the Financial Function of Enterprises, with Emphasis on Recording Financial Transactions
2. Introduction to Financial Accounting
3. Financial Statements under the Greek Accounting Standards (Balance Sheet, Income Statement, Statement of Changes in Equity and Statement of Cash Flows)
4. Chart of Accounts under the Greek Accounting Standards, with Reference to the Greek General Chart of Accounts (GGCA)
5. Recognition and Recording of Accounting Events in Balance Sheets and Accounts
6. Recording Accounting Events in the Journal; Preparation of the Trial Balance
7. Accounting for Purchases (Inventories and Sales)
8. Accounting for Expense Accounts (Staff Remuneration and Other Expenses)
9. Accounting for VAT and Withholding Taxes
10. Special Topics and Accounting Procedures, including Adjustments Required by the Greek Accounting Standards
11. Completion of the Accounting Cycle
12. Closing Procedures, Determination of the Financial Result and Preparation of Financial Statements
13. Review Lecture with Integrated Exercises

RECOMMENDED BIBLIOGRAPHY - Principles of Financial Accounting

- Stefanou, Konstantinos. Financial Accounting Based on Greek and International Accounting Standards, 2nd ed., 2019, University Studio Press.
- Tourna-Germanou, El. (2015). Financial Accounting. Athens: SEAB/Kallipos.
- Needles, Belverd E.; Powers, Marian; Crosson, Susan V. (2014). Principles of Accounting. Cengage Learning.
- Greek Accounting Standards. Taxheaven:
<https://www.taxheaven.gr/news/21619/dwrean-hlektroniko-periodiko-ellhnika-logistika-protypa>

RELEVANT SCIENTIFIC JOURNALS

COURSE OUTLINE

COURSE CODE: 260106

SEMESTER: 1st

COURSE TITLE: Principles of Marketing

INDEPENDENT TEACHING ACTIVITIES

Where ECTS credits are awarded to distinct components of the course (e.g. lectures, laboratory exercises, etc.), the corresponding weekly teaching hours and ECTS credits are indicated. Where ECTS credits are awarded for the course as a whole, the weekly teaching hours and total ECTS credits are stated.

Lectures: 3 weekly teaching hours | ECTS Credits: 5

Practical Exercises: -

Laboratory Exercises: -

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: None

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: Not specified in the source document

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=245>

LEARNING OUTCOMES

In this course, students will learn about the philosophy and tools of marketing as applied across a broad range of businesses and non-profit organisations. In recent decades, information overload has contributed to misconceptions about many concepts, including marketing. Because the field is strongly associated with image management, many people - including incoming students - may assume that marketing is simply about successfully managing the image of unnecessary products that millions of consumers rush to buy, thereby making their creators successful. This view is, of course, distorted and potentially harmful. Marketing concerns the interactive relationship among groups in pursuit of shared objectives for the benefit of all parties. The aim of the course is to develop an understanding of this philosophy and to present the methodology and tools used to apply it. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the need for, and the process of, determining decisions in the field of marketing.
2. Comprehension: Distinguish the role played by human needs and preferences in purchasing decisions and consumer behaviour.

SKILLS

3. Application: Recognise the usefulness of prior research and of analysing the internal and external environment of a business or organisation, and assess the need for strategic marketing planning.
4. Analysis: Combine market data relating to a business or a specific product and develop market-segmentation techniques based on different criteria.
5. Synthesis: Organise objectives and develop decisions concerning the promotion and market communication of a business or product.

COMPETENCES

6. Evaluation: Define a comprehensive marketing programme for a business.

GENERAL COMPETENCES

GENERAL COMPETENCES - Principles of Marketing, continued

Upon successful completion of the course, students develop knowledge and competences that support:

- Search for, analysis and synthesis of market data and information and prevailing market conditions, using appropriate methodology and the necessary technologies.
- Adaptation to new situations.
- Decision-making.
- Working in an international environment.
- Project planning and management.
- Exercise of critical and self-critical judgement.
- Working in an interdisciplinary environment.
- Respect for diversity and multiculturalism.
- Respect for the natural environment.
- Demonstration of social, professional and ethical responsibility and sensitivity to gender issues.
- Promotion of free, creative and inductive thinking.

COURSE CONTENT

This is the principal introductory course to the scientific study of marketing, one of the Department's core subject areas. The course introduces students to the fundamental concepts of marketing and to related concepts, fields and subject areas. It also presents the relationship between marketing and organisational objectives as these are formulated and expressed through strategic management. The business and economic environment is examined so that students can understand the overall context and the requirements for effectively managing the marketing function within it.

The course also introduces methodologies relating to consumer behaviour and marketing research and explains their place in contemporary marketing. It provides the foundation for the specific methodologies and techniques used to manage marketing functions, which are further developed in the specialised courses of this and the Department's other subject areas. Finally, the course seeks to develop students' understanding of the role of marketing in the economy and society more broadly, its influence on developments, and its effects in areas beyond the academic environment.

The teaching units by lecture are as follows:

1. Introduction to the Principles of Marketing
2. Marketing Strategy and Understanding Competitors
3. The Marketing Environment
4. Marketing in International Markets and Globalisation
5. Consumer Buying Behaviour
6. Business Markets and Organisational Buying Behaviour
7. Introduction to Marketing Strategy: Market Segmentation
8. Marketing Strategy: Targeting and Positioning
9. The Need for Marketing Research
10. Introduction to Brand Management and Packaging
11. Services Marketing
12. Course Review, Part A: What Marketing Is; How Its Philosophy Relates to Marketing Strategy as a Process and to Specialised Tools (Consumer Behaviour and Marketing Research)
13. Course Review, Part B: How Marketing Strategy Is Implemented through Management of the Marketing-Mix Elements

RECOMMENDED BIBLIOGRAPHY

- Dibb, S.; Simkin, L.; Pride, W.; Ferrell, O. C. (2021). Marketing: Concepts and Strategies. Broken Hill Publications.
- Kotler, P.; Keller, K. L. (2006). Marketing Management. Kleidarithmos Publications.
- Perreault, W. (2011). Marketing: A Strategic Approach. Broken Hill Publications.
- Solomon, M.; Marshall, G.; Stuart, E. (2020). Marketing. A. Tziola & Sons S.A.
- Dimitriadis, S.; Tzortzaki, A. (2010). Marketing: Principles, Strategies, Applications. Rosili Publications.

RELEVANT SCIENTIFIC JOURNALS

- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Research
- Marketing Science

14.2 2nd Semester Courses

COURSE OUTLINE

COURSE CODE: 260201

SEMESTER: 2nd

COURSE TITLE: Marketing Mix

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours | ECTS Credits: 5

Practical Exercises: -

Laboratory Exercises: -

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: None

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: Not specified in the source document

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe and identify market data relating to a business or a specific product.
2. Comprehension: Distinguish and explain market-segmentation techniques based on different criteria.

SKILLS

3. Application: Design a comprehensive marketing programme for a business.
4. Analysis: Develop and combine the process of shaping the principal marketing functions introduced in the first-semester introductory course.
5. Synthesis: Use marketing terminology appropriately and evaluate decisions concerning the elements of the marketing mix. Organise and explain the information required in order to propose business decisions concerning the elements of the marketing mix.

COMPETENCES

6. Evaluation: Define procedures and methods for evaluating the effectiveness of each decision concerning the marketing-mix elements, the interactions among those elements, and their effects on the firm's overall marketing strategy. Compare interactions among the individual elements that make up the marketing mix.

GENERAL COMPETENCES

Upon successful completion of the course, students develop knowledge and competences that support:

- Search for, analysis and synthesis of data and information, using the necessary technologies.
- Decision-making.
- Independent work.
- Working in an interdisciplinary environment.
- Generation of new research ideas.
- Promotion of free, creative and inductive thinking.

COURSE CONTENT

COURSE CONTENT - Marketing Mix

The course examines in depth the policies associated with the elements of the marketing mix. Its purpose is to build knowledge grounded in marketing theory and enable students to apply this knowledge in practice in the sectors in which they will work. It follows on from the introductory course Principles of Marketing.

The section dealing with the product concept covers: (a) general concepts of product, price, communication and distribution policy; (b) product-portfolio management models; (c) innovation and new-product development; and (d) the fundamentals of brand management and product management across the different stages of the product life cycle. The distribution section covers the concept, scope and importance of distribution and logistics; the planning, management and strategies of distribution networks; supply-chain management and organisation; the management and organisation of commercial enterprises; and multichannel distribution. The section focusing on price presents the concept of pricing strategy and the main factors influencing price and the product-pricing process. It also describes differences in the formulation of pricing strategy across different types of markets. Finally, the communication section presents the promotional and communication methods available to a business or organisation within the marketing framework. The course familiarises students with the ways in which an organisation can coordinate its available media and methods in order to establish a clear, consistent and positive image of itself and its products within the marketing mix.

More specifically:

1. Relationship of the Course to Principles of Marketing
2. Elements of Product Planning for Goods and Services
3. Product Management and New-Product Development
4. Distribution and Channel Development
5. Distribution, Customer Service and Logistics
6. Retailers, Wholesalers and Intermediaries and Their Strategic Planning
7. Introduction to Promotion and Integrated Marketing Communications
8. Personal Selling and Retail Customer Service
9. Presentation of the Main Elements of the Communications Mix and Analysis of Their Suitability
10. Introduction to Pricing and Analysis of Price-Formation Factors
11. Practical Pricing Methodologies
12. Implementation and Control of Marketing Plans: Evolution and Revolution
13. Linking Marketing with Other Functional Areas through Business-Model Development

RECOMMENDED BIBLIOGRAPHY

The recommended bibliography, articles and other sources do not differ from those proposed for Principles of Marketing.

- Dibb, S.; Simkin, L.; Pride, W.; Ferrell, O. C. (2021). Marketing: Concepts and Strategies. Broken Hill Publications.
- Kotler, P.; Keller, K. L. (2006). Marketing Management. Kleidarithmos Publications.
- Perreault, W. (2011). Marketing: A Strategic Approach. Broken Hill Publications.
- Solomon, M.; Marshall, G.; Stuart, E. (2020). Marketing. A. Tziola & Sons S.A.
- Dimitriadis, S.; Tzortzaki, A. (2010). Marketing: Principles, Strategies, Applications. Rosili Publications.
- Paschaloudis, Dimitrios (2018). Introduction to Marketing. A. Tziola & Sons S.A.

RELEVANT SCIENTIFIC JOURNALS

- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Research
- Journal of the Academy of Marketing Science
- Journal of Consumer Psychology
- International Journal of Research in Marketing

COURSE OUTLINE

COURSE CODE: 260202

SEMESTER: 2nd

COURSE TITLE: Macroeconomic Theory

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours | ECTS Credits: 5

Practical Exercises: -

Laboratory Exercises: -

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: -

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek-English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210202_Per_Makrooikonomikh-theoria.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe the principal subject matter of Macroeconomic Theory, including the key components of national income and the national accounts.
2. Comprehension: Distinguish the principal components of inflation and unemployment; describe the level of aggregate consumption and the determinants of consumption in the short and long run.

SKILLS

3. Application: Classify the main components of aggregate investment and evaluate the economic performance of countries.
4. Analysis: Develop the savings-investment relationship, combining it with the conventional IS-LM analysis.
5. Synthesis: Explain inflation as well as elements of monetary theory and monetary policy.

COMPETENCES

6. Evaluation: Using foreign-exchange-market analytical tools, evaluate and compare international economic and trade relations.

GENERAL COMPETENCES

- Search for, analysis and synthesis of data and information, using the necessary technologies.
- Adaptation to new situations.
- Decision-making.
- Independent work.
- Teamwork.
- Working in an international environment.
- Working in an interdisciplinary environment.
- Project planning and management.
- Generation of new research ideas.

COURSE CONTENT

1. The Economic Problem; Tools of Economic Analysis
2. The Framework for the Operation of Markets in a Mixed Economy
3. National Product; Consumption, Saving and Investment
4. Income Determination; The Public Sector
5. Income Equilibrium
6. Money Market; International Capital Flows; Exchange Rates; Monetary Policy
7. Product and Labour Markets
8. The IS-LM Model
9. Monetary and Fiscal Policy
10. Output, Employment and Prices
11. Macroeconomic Equilibrium

COURSE CONTENT - Macroeconomic Theory, continued

- 12. Unemployment and Inflation
- 13. Supply-Side Policy and Market Efficiency

RECOMMENDED BIBLIOGRAPHY

- Arnold, Roger (2018). Macroeconomics. Broken Hill Publishers Ltd.
- Williamson, Stephen D. (2018). Macroeconomics, 6th ed., edited by Grigoris Siourounis and Evangelos Dioikitopoulos. A. Tziola & Sons S.A.
- Abel, A.; Bernanke, B.; Croushore, D. (2010). Macroeconomics. Kritiki Publications.
- Krugman, P.; Wells, R. (2009). Macroeconomics. Epikentro.

COURSE OUTLINE

COURSE CODE: 260203

SEMESTER: 2nd

COURSE TITLE: Public Administration

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours | ECTS Credits: 5

Practical Exercises: -

Laboratory Exercises: -

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: -

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek-English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe the principal subject matter of Public Administration and its mechanisms of action.
2. Comprehension: Distinguish the relationships between the technical and political dimensions of state operation.

SKILLS

3. Application: Apply the principles of Public Administration.
4. Analysis: Analyse and explain corruption indicators.
5. Synthesis: Design and implement Public Administration techniques.

COMPETENCES

6. Evaluation: Analyse the organisational structure of public enterprises.

GENERAL COMPETENCES

- Search for, analysis and synthesis of data and information, using the necessary technologies.
- Adaptation to new situations.
- Decision-making.
- Independent work.
- Teamwork.
- Working in an international environment.
- Working in an interdisciplinary environment.
- Project planning and management.
- Generation of new research ideas.

COURSE CONTENT

1. Concept and Characteristics of Public Administration
2. Institutional Framework of Public Administration
3. Fundamental Principles and Operation of Public Administration
4. Organisation of Public Administration
5. Public Administration in the European Union
6. Public Administration in Greece
7. Public-Administration Reforms in Greece
8. Human Resources in Public Administration
9. Trends and Factors Shaping Public Administration in the 21st Century
10. Factors Contributing to Corruption in Public Administration
11. Virtue and Ethics in Public Administration: Values-Based Leadership in Public-Sector Organisations
12. Combating Corruption in Public Administration
13. Case Studies

RECOMMENDED BIBLIOGRAPHY

RECOMMENDED BIBLIOGRAPHY - Public Administration

- Graycar, Adam (2023). Corruption, Ethics and Integrity in Public Administration. Broken Hill Publishers Ltd.
- Ktistaki, Stavroula N. (2020). Introduction to Public Administration, 2nd ed. Papazisis Publications.

RELEVANT SCIENTIFIC JOURNALS

- Journal of Public Administration Research and Theory
- International Journal of Public Sector Management
- International Journal of Public Administration
- Public Policy and Administration
- Journal of Public Administration and Policy Research

COURSE OUTLINE

COURSE CODE: 260204

SEMESTER: 2nd

COURSE TITLE: Statistics

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: -

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: -

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210204_Per_Statistikh.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe, identify and combine the fundamental principles of statistics.
2. Comprehension: Generalise the application of statistics to the broader field of economics; distinguish probabilities and draw conclusions.

SKILLS

3. Application: Classify data, calculate probabilities and construct probability models.
4. Analysis: Develop methods for statistical testing and design sampling methods for statistical samples.
5. Synthesis: Organise a sampling procedure, conduct statistical analysis and explain the results.

COMPETENCES

5. Evaluation: Compare data, formulate working hypotheses, assess the significance of results and draw conclusions.

GENERAL COMPETENCES

- Search for, analysis and synthesis of data and information, using the necessary technologies.
- Adaptation to new situations.
- Decision-making.
- Project planning and management.
- Generation of new research ideas.

COURSE CONTENT

Course units:

1. Introduction to Statistics
2. Descriptive Statistics (classification of statistical data, frequencies, charts)
3. Measures of Location and Dispersion
4. Elements of Probability Theory
5. Random Variables and Probability Distributions
6. Basic Distributions
7. Problem Solving Using the Normal Distribution
8. Sampling and Sampling Distributions
9. Parameter Estimation and Confidence Intervals
10. Hypothesis Testing I
11. Hypothesis Testing II
12. Correlation
13. Regression

RECOMMENDED BIBLIOGRAPHY

- Aczel, Amir. Statistical Thinking in the Business World. Broken Hill Publications. Eudoxus Code 59394390.

RECOMMENDED BIBLIOGRAPHY - Statistics, continued

- Dimitriadis, Efstathios. Business Statistics with Applications in SPSS and LISREL. Kritiki Publications. Eudoxus Code 59368020.
- Karapistolis, Dimitrios (2013). Business Statistics. Altintzi Publications.
- Keller, Gerald (2010). Statistics for Management and Economics. Epikentro Publications.

COURSE OUTLINE

COURSE CODE: 260205

SEMESTER: 2nd

COURSE TITLE: Psychology

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours | ECTS Credits: 5

Practical Exercises: -

Laboratory Exercises: -

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: -

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek-English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=106>

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Acquire the knowledge required to describe mental processes and relate individual behaviour, emotions and personality.
2. Comprehension: Distinguish key information concerning the stages of human development and explain the characteristics of each stage. Generalise fundamental information concerning psychological problems and the principal methods used to address them.

SKILLS

3. Application: Identify fundamental principles of psychology applicable in the workplace and classify stimuli. Examine psychological factors affecting occupational stress and formulate basic methods for its effective management.
4. Analysis: Combine and develop approaches for applying fundamental communication skills in the work environment.
5. Synthesis: Integrate and explain fundamental psychological principles relating to group dynamics at work and develop their own models in case-study settings.

COMPETENCES

6. Evaluation: Compare and identify core psychological resources that strengthen students' ability to assess and solve problems and to support and manage tension and conflict in the workplace.

GENERAL COMPETENCES

- Search for, analysis and synthesis of data and information, using the necessary technologies.
- Adaptation to new situations.
- Decision-making.
- Independent work.
- Respect for diversity and multiculturalism.
- Demonstration of social, professional and ethical responsibility and sensitivity to gender issues.
- Exercise of critical and self-critical judgement.
- Promotion of free, creative and inductive thinking.

COURSE CONTENT

The course examines principles of Psychology and their application to the management of organisations, marketing and tourism. Topics include:

1. Analysis of the scientific field and branches of Psychology.
2. Fundamental principles of individual mental processes (learning, memory, perception, attention, thinking, intelligence, etc.).
3. Fundamental principles for understanding individual behaviour, emotions and motivation.
4. Major theories of personality.
5. Stages of human development.
6. Major psychological theories explaining mental-health problems and the principal therapeutic methods used to address them.

COURSE CONTENT - Psychology, continued

7. Analysis of stress and methods for its effective management.
8. The concept of communication and fundamental communication skills.
9. Fundamental principles relating to group dynamics in the workplace.
10. Problem-solving techniques and management of workplace tension.
11. Leisure-Time Management.
12. Marketing Case Studies.
13. Psychology in the Shaping of Tourist Destinations.

RECOMMENDED BIBLIOGRAPHY

- Aldridge, S. & Rigby, S. (2001). Counselling Skills in Context. Hodder and Stoughton.
- Bennett, P. (2015). Clinical Psychology: Psychopathology through the Lifespan. Open University Press.
- Vosniadou, S. (2007). Introduction to Psychology: Biological, Developmental and Behaviourist Approaches. Gutenberg, Athens.
- Galanakis, M. (2012). Work Psychology. Stamoulis Publications.
- Cooligan, H. (2008). Psychology at Work. Papazisis Publications.
- Feldman, R. S. (2017). Understanding Psychology, 12th ed. McGraw-Hill.
- Griggs, R. A. (2016). Psychology: A Concise Introduction, 5th ed. Worth Publishers.
- Hayes, N. (2011). Introduction to Psychology, ed. A. Kostaridou-Efkleidi. Pedio Publications.
- Hook, D.; Franks, B.; Bauer, M. W. (2011). The Social Psychology of Communication. Palgrave Macmillan.
- Schacter, D.; Gilbert, D.; Wegner, D.; Nock, M. (2018). Introduction to Psychology. Gutenberg Publications.
- Warr, P. (2002). Psychology at Work. Penguin Books.

RELEVANT SCIENTIFIC JOURNALS

- Journal of Applied Psychology
- Annual Review of Psychology
- Hellenic Journal of Psychology
- Journal of Business and Psychology
- European Journal of Work and Organizational Psychology
- Journal of Personality and Social Psychology
- Journal of Health Psychology
- International Journal of Stress Management

COURSE OUTLINE

COURSE CODE: 260206

SEMESTER: 2nd

COURSE TITLE: Introduction to Tourism

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours | ECTS Credits: 5

Practical Exercises: -

Laboratory Exercises: -

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: -

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek-English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=30>

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the importance of tourism in contemporary society through the study of its historical development. Identify present and future elements and the related factors that collectively shape and define this significant socio-economic phenomenon.
2. Comprehension: Acquire knowledge enabling them to understand the various concepts and definitions of tourism aggregates and flows and to explain their outcomes.

SKILLS

3. Application: Clearly classify and identify the psychological, economic, cultural and geographical factors underpinning tourism activities and behaviour, and examine tourism flows.
4. Analysis: Combine and develop an understanding of the range of economic, political, social, cultural and environmental impacts of tourism at local-regional, national and international levels.
5. Synthesis: Integrate and explain the effects of tourism on tourists themselves and on the delivery of tourism supply.

COMPETENCES

6. Evaluation: Compare different forms of tourism and propose alternative forms; calculate and assess consumer preferences.

GENERAL COMPETENCES

- Search for, analysis and synthesis of data and information, using the necessary technologies.
- Adaptation to new situations.
- Decision-making.
- Independent work.
- Teamwork.
- Working in an international environment.
- Working in an interdisciplinary environment.
- Project planning and management.
- Generation of new research ideas.

COURSE CONTENT

1. Definitions of the Tourism System, Tourism and the Tourist; Historical Overview of Tourism
2. Evolution of Travel and Tourism over Time; Foreign Travellers in Greece
3. The 20th Century and the Rapid Expansion of Tourism
4. Forms of Tourism: Individual and Mass Tourism; Inbound and Outbound Tourism
5. International and Domestic Tourism; Alternative Forms of Tourism (detailed examination)
6. Tourism Demand: Concepts, Definitions and Indicators; Determinants of Tourism Demand
7. Measurement of Tourism Demand; Tourism Supply and the Various Components of the Tourism Industry
8. Government Organisations; Intermediaries (Tour Operators/Travel Agencies); Tourist Transport Companies and Modes of Transport

COURSE CONTENT - Introduction to Tourism, continued

8. Tourist Attractions and the Hospitality Sector (Accommodation), continued
9. Impacts of Tourism: Definition of the Destination Concept and the Complex Components of the Tourism Profession
10. Economic Impacts of Tourism, Positive and Negative; Measurement of Economic Impacts
11. Tourism Income Multiplier; Social and Cultural Impacts of Tourism
12. Environmental Impacts of Tourism; Environmental Impact Studies and Destination Tourism-Development Plans
13. Carrying Capacity and Its Measurement; Sustainability and Tourism Development; Indicators for Measuring Sustainable Tourism

RECOMMENDED BIBLIOGRAPHY

- Fletcher, John; Fyall, Alan; Gilbert, David; Wanhill, Stephen (2019). Tourism: Principles and Practice. Broken Hill Publishers Ltd.
- Robinson, Peter; Lück, Michael; Smith, Stephen L. J. (2022). Tourism. Propompos Publications I.K.E.
- Gross, Sven; Klemmer, Louisa (2014). Introduction to Tourism Transport. CABI.
- Page, Stephen. Tourism Management: An Introduction. Routledge.

RELEVANT SCIENTIFIC JOURNALS

- Advances in Hospitality and Tourism Research
- Annals of Tourism Research
- Current Issues in Tourism
- European Journal of Tourism Research
- Tourism Management

14.3 3rd Semester Courses

COURSE OUTLINE

COURSE CODE: 260301

SEMESTER: 3rd

COURSE TITLE: Sociology

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: -

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: Yes (in English)

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Identify and discuss fundamental concepts and orientations within Sociology, as well as the theoretical and practical contributions of its most important representatives to business management and decision-making.
2. Comprehension: Develop the knowledge required to understand broadly and critically the significance and role of Sociology as a specialised field within the sciences of Business and Organisational Management.

SKILLS

3. Application: Apply sociological theories to interpret social phenomena and research data relating to management issues in a way that demonstrates a holistic understanding of the role of management in relation to changes and conditions in the broader socio-historical context.
4. Analysis: Describe and analyse different forms of sociological research and interpret and evaluate research findings in Sociology.
5. Synthesis: Connect sociological theories with specific research examples from corresponding epistemological and methodological orientations within Sociology.

COMPETENCES

6. Evaluation: Evaluate and discuss management from a sociological perspective in order to interpret the relationship between management and other social institutions; assess constraints and opportunities for action and change through management practices, both in everyday practice and through the adoption of an appropriate workplace culture.

GENERAL COMPETENCES

- Search for, analysis and synthesis of data and information, using the necessary technologies.
- Adaptation to new situations.
- Decision-making.
- Independent work.
- Teamwork.
- Working in an international environment.

GENERAL COMPETENCES - Sociology, continued

- Working in an interdisciplinary environment.

COURSE CONTENT

1. The Sociological Perspective
2. Origins of Sociology; Sociological Theory
3. Sociological Research
4. Culture and Cultural Theories
5. Culture and Human Freedom
6. Society and Technology; Society and Conflict; Rationalisation of Society
7. Society and Function; Critical Review
8. Socialisation
9. Social Interaction in Everyday Life
10. Mass Media and Social Media
11. Deviant Behaviour
12. Gender Stratification
13. Collective Behaviour and Social Movements

RECOMMENDED BIBLIOGRAPHY

- Macionis, John J. (2020). Sociology. Broken Hill Publications.
- Ritzer, George; Stepnisky, Jeffrey (2020). Contemporary Sociological Theory, 2nd ed. Kritiki Publications S.A.
- Hughes, Michael; Kroehler, Carolyn (2014). Sociology: The Core Concepts. Kritiki Publications S.A.
- Tischler, Henry L. (2019). Introduction to Sociology. Kleidarithmos Publications Ltd.
- Giddens, A. (2002). Sociology, trans./ed. D. G. Tsoukas. Athens: Gutenberg.

RELEVANT SCIENTIFIC JOURNALS

COURSE OUTLINE

COURSE CODE: 260302

SEMESTER: 3rd

COURSE TITLE: Human Resource Management and Organisational Behaviour

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: -

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210302_Per_Dioikhsh-anthrwpinwn-porwn-kai-organwsiakh-sympertifora.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Understand and identify the core functions of human resource management.
2. Comprehension: Distinguish and explain the methods used in human-resource planning, job analysis, recruitment and selection, training, performance appraisal and compensation, and draw relevant conclusions.

SKILLS

3. Application: Examine occupational health and safety issues and classify employment relations.
4. Analysis: Become familiar with human-resource-management functions through analysis of simple applications, exercises and case investigations.
5. Synthesis: Develop and explain the processes used by businesses in relation to human resources, organise appropriate practices across those processes, and propose suitable practices.

COMPETENCES

6. Evaluation: Evaluate and present their qualifications in preparation for entry into the labour market. Particular emphasis is placed on CV preparation and the job interview, assessed against labour-market requirements.

To achieve these objectives, the instructor uses a range of learning tools, specifically:

1. To support effective knowledge acquisition, auditory, visual and kinaesthetic stimuli are reinforced through verbal and non-verbal communication methods. During lectures, the instructor seeks to activate students' memories, practical experiences and emotions, increasing their readiness to receive new knowledge.
2. Comprehension is developed through interpretation of questions and, where appropriate, through: (i) reframing, whereby the problem is adapted to the respondent's situation; (ii) anchoring to points of interest; and (iii) mirroring, whereby students are invited to change roles and view a question from a different perspective.
3. Following the Nonaka-Takeuchi knowledge-conversion model, newly acquired knowledge is applied and classified within students' existing knowledge base. At this stage, knowledge is applied more practically through examples from everyday working life.
4. In accordance with the same knowledge-conversion model, this is followed by analysis and deeper understanding of the context of action and its consequences.

LEARNING AND TEACHING APPROACH - Human Resource Management and Organisational Behaviour, continued

5. The subsequent synthesis follows the principles of internalisation, adaptation and re-creation of knowledge by students, who are asked to create, synthesise and, above all, explain phenomena and behaviours.

6. At the final evaluation stage, conclusions are formulated and verified either through bibliographic references or through interactive use of audiovisual media.

On completion of the course, students should be able to:

- Understand the human-resource-planning process.
- Use and prepare job analyses.
- Understand methods for recruiting and selecting candidates in businesses, with particular emphasis on CVs and interviews; collect and interpret the information required about organisations to which they intend to submit a CV when seeking employment.
- Understand the importance of training within businesses and the methods used to train employees.
- Understand employee-appraisal procedures and methods so that they can distinguish among them and use them appropriately.

GENERAL COMPETENCES

- Search for, analysis and synthesis of data and information, using the necessary technologies.
- Adaptation to new situations.
- Decision-making.
- Independent work.
- Teamwork.
- Working in an international environment.
- Working in an interdisciplinary environment, using the necessary technologies for data and information.
- Project planning and management.
- Respect for diversity and multiculturalism.
- Respect for the natural environment.
- Demonstration of social, professional and ethical responsibility and sensitivity to gender issues.
- Exercise of critical and self-critical judgement.

COURSE CONTENT

Lecture 1: The Nature of Human Resource Management / The Global Context of Human Resource Management

Lecture 2: The Human Factor and Organisational Design

Lecture 3: Recruitment and Employee-Selection Methods

Lecture 4: Leadership

Lecture 5: Learning and Intra-organisational Training

Lecture 6: Employee Development

Lecture 7: Employment Relations / Conflict

Lecture 8: Ethics and Corporate Social Responsibility

Lecture 9: Employee Health and Safety

Lecture 10: Compensation / Motivation

Lecture 11: Diversity Management / Equal Opportunities

Lecture 12: Staff-Appraisal Methods

Lecture 13: Summary and Conclusions

RECOMMENDED BIBLIOGRAPHY

TEACHING TEXTBOOKS

Book 1: Organisational Behaviour. Eudoxus Book Code: 50659788. Edition: 13th ed./2015. Authors: Uhl-Bien, M.; Schermerhorn, J.; Osborn, R. ISBN: 9789963258321. Type: Textbook. Publisher: Broken Hill Publishers Ltd.

Book 2: Organisational Psychology and Behaviour, 2nd ed. Eudoxus Book Code: 86053197. Edition: 2/2019. Authors: Maria Vakola; Ioannis Nikolaou. ISBN: 978-618-51-31-59-3. Type: Textbook. Publisher: Rosili Commercial-Publishing Ltd.

COURSE OUTLINE

COURSE CODE: 260303

SEMESTER: 3rd

COURSE TITLE: Communications Mix and Advertising

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: -

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: Yes - Communication Mix and Advertising

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

The purpose of the course is to introduce students entering the Department's academic field to fundamental marketing concepts through communication and advertising. It explains the functions of, and the relationship between, communication and advertising, clearly differentiates the two concepts, and delineates each academic field. Students acquire basic skills in the use of communication through marketing tactics and principles across all categories of markets. The course also provides appropriate knowledge through real business case studies and examines the advantages of emerging markets in communication and advertising.

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Identify and classify categories of advertising; describe the basic functions of communications; identify types of advertisements and the principal types of consumers/customers according to each market. Understand the concepts and objectives of effective advertising; know all stages involved in creating an advertisement; and identify both communication benefits and communication errors.
2. Comprehension: Distinguish among customers, sellers and markets; recognise the importance of effective advertising; explain and assess different consumer categories in advertising; assess and identify the principal components of an advertising-creation system; distinguish the services provided by advertising to a business and to the discipline of Marketing and understand its basic structure.

SKILLS

3. Application: Explore the practical implementation of effective advertising and its functions in the market.
4. Analysis: Identify the target audience and market that must be analysed and addressed through advertising and communication.
5. Synthesis: Integrate the different levels and components of advertising within a business and respond to their differences according to market conditions and business data.

COMPETENCES

6. Evaluation: Evaluate the core characteristics of market systems; assess the advantages demonstrated by previous business actions through case studies; and evaluate how businesses and the markets in which they operate function from the professional and advisory perspective of advertisers and communication specialists.

GENERAL COMPETENCES

By the end of the course, students will be able to analyse and synthesise advertising and communication data and adapt their research and objectives appropriately to new situations in business markets.

GENERAL COMPETENCES - Communications Mix and Advertising, continued

Using technology, students will be able to support the administrative work and presentations of a business or organisation and to analyse and synthesise data and information relating to communication and advertising through computer-based tools. The intended final outcome is sound decision-making, the ability to work in an international environment, and professional and ethical engagement in advertising and communication.

COURSE CONTENT

Theory:

1. Designing and Implementing Integrated Communication Campaigns - The Evolution of Advertising
2. The Advertising Environment
3. Entrepreneurship and Advertising
4. Segmentation, Targeting and the Marketing Mix
5. Marketing, Advertising and Integrated Marketing Communications (IMC) Plans
6. Creative Execution: Visual Design and Copy
7. Print Advertising
8. Analogue, Subscription and Satellite Media: Television and Radio
9. Digital Interactive Media
10. Outdoor Advertising, Direct Mail and Promotional Products
11. Media Planning and Buying
12. Monitoring and Analysis of Global Advertising Case Studies
13. Body Language in Communication
14. Review of Semester Topics

RECOMMENDED BIBLIOGRAPHY

- Arens, William; Arens, Christian; Avlonitis, Georgios. Effective Advertising. Rosili Publications. ISBN 978-960-7745-38-5.

COURSE OUTLINE

COURSE CODE: 260304

SEMESTER: 3rd

COURSE TITLE: English I

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: -

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: English and Greek

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210304_Per_Agglika-I.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

- Familiarisation with, and training in, the study of the English language.

SKILLS

- Through the study of fundamental knowledge, students can develop a strong theoretical foundation, critical ability and research skills for higher levels of study.

COMPETENCES

- Strengthen knowledge of the English language and culture, as well as ethical responsibility and sensitivity to gender issues.
- Develop a critical stance towards cultural practices and ideologies of different forms.

GENERAL COMPETENCES

- Search for, analysis and synthesis of data and information, using the necessary technologies.
- Adaptation to new situations.
- Independent work.
- Teamwork.
- Working in an international environment.
- Working in an interdisciplinary environment.
- Project planning and management.
- Respect for diversity and multiculturalism.

COURSE CONTENT

1. Introduction to Business English: Purpose and Necessity
2. Reading, Comprehension and Analysis of Articles
3. Professionals in the Field and Their Everyday Activities
4. First Steps in the Workplace: Adaptation to the Work Environment
5. Job Interviews; Preparing a CV and Cover Letter
6. Viewing Talks by Professionals in the Field
7. Presenting a Future Professional Identity in the Workplace and Types of Occupations
8. Writing Business Letters and Other Professional Documents
9. Business Meetings: Topics, Purpose and Presentation
10. Professional Presentations: Topics, Objectives and Management Techniques
11. Business English and the Use of Technology
12. E-Commerce and the Use of English
13. Contemporary Marketing and Social Media in English

RECOMMENDED BIBLIOGRAPHY

RECOMMENDED BIBLIOGRAPHY - English I

- English for Science - Business Studies 1-2 and Methodology of Scientific Writing. Eudoxus Book Code: 102070271. Authors: Mol, Hans; Collie, Joanna; McCormack, Joan; Slaght, John.
- English for Economics, Management, Accounting, Finance and Information Technology. Eudoxus Book Code: 86201377. Authors: Adams, John; Fitzgerald, Patrick; McCullagh, Marie; McLisky, Marie; Roberts, Mark; Scott, Roger; Tabor, Carol.

RELEVANT SCIENTIFIC JOURNALS

COURSE OUTLINE

COURSE CODE: 260305

SEMESTER: 3rd

COURSE TITLE: Data and Information Management

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 1 weekly teaching hour

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: -

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210305_Diaxeirish-dedomenwn-k-plhroforiwn.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Identify and recognise concepts relating to the management of digital data.
2. Comprehension: Distinguish techniques for acquiring, managing and exploiting information and explain their role in decision-making and management optimisation.

SKILLS

3. Application: Classify the basic principles of organising, storing and utilising computer-based data.
4. Analysis: Combine knowledge in order to develop and structure a company's data appropriately.
5. Synthesis: Organise and propose suitable information-technology tools for achieving business objectives. Reconstruct and reorganise IT-based approaches in case studies.

COMPETENCES

6. Evaluation: Evaluate available information-technology tools and apply them according to the circumstances; identify appropriate information tools for a more rigorous scientific approach.

GENERAL COMPETENCES

- Search for, analysis and synthesis of data and information, using the necessary technologies.
- Adaptation to new situations.
- Decision-making.
- Independent work.
- Teamwork.
- Project planning and management.
- Respect for diversity and multiculturalism.
- Respect for the natural environment.
- Demonstration of social, professional and ethical responsibility.

COURSE CONTENT

1. Concepts of Data, Information and Knowledge
2. Data Management and Utilisation in a Business
3. Fundamental Principles of Computer-Based Data Organisation and Storage
4. Concepts of the Data Model and the Database

COURSE CONTENT - Data and Information Management, continued

5. The Relational Model
6. Entity-Relationship Diagrams and Database Design
7. Designing Queries for Data Retrieval and Updating
8. Queries as a Tool for Extracting Information from Data
9. Reports and Forms
10. Data Validity
11. Knowledge Extraction from Data
12. Data-Quality and Ethical Issues
13. Application of Database Software

RECOMMENDED BIBLIOGRAPHY

1. Stalidis, G.; Kardaras, D. (2015). Data Management and Business Intelligence [electronic book]. Athens: Hellenic Academic Libraries Link. Freely available at: <http://hdl.handle.net/11419/1161>
2. Kechris, Evangelos. Relational Databases - New Revised Edition. Kritiki Publications. Eudoxus Code 41955665.
3. Gillenson, Mark. Fundamentals of Database Management Systems. Broken Hill Publications. Eudoxus Code 77107302.
4. Cox, Joyce; Lambert, Joan. Microsoft Access 2010 Step by Step, Greek edition. Kleidarithmos Publications. Eudoxus Code 12278008.

COURSE OUTLINE

COURSE CODE: 260306

SEMESTER: 3rd

COURSE TITLE: Research Methodologies

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 1 weekly teaching hour

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: -

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=257>

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the value of research methodology and integrate evidence-based scientific reasoning.
2. Comprehension: Distinguish the stages of scientific research and assess research design.

SKILLS

3. Application: Classify qualitative and quantitative research approaches, including selection of an appropriate research design according to the type of study and research question, sampling methods, and data-collection and measurement instruments.
4. Analysis: Integrate requirements concerning the application of ethical principles and research ethics in the conduct of research.
5. Synthesis: Organise statistical analysis and restructure data-analysis techniques for each type of research.

COMPETENCES

6. Evaluation: Compare and evaluate different approaches to presenting results that can contribute to decision-making for solving complex problems.

GENERAL COMPETENCES

- Search for, analysis and synthesis of data and information, using the necessary technologies.
- Adaptation to new situations.
- Decision-making.
- Independent work.
- Teamwork.
- Project planning and management.
- Respect for diversity and multiculturalism.
- Respect for the natural environment.
- Demonstration of social, professional and ethical responsibility.

COURSE CONTENT

Lesson 1

Introduction to Research Methodology

Assignment Title - Formulation of the Research Problem/Purpose

Lesson 2

Formulation of Keywords

Literature Review; Methods for Searching the Literature through Electronic Resources (databases)

COURSE CONTENT - Research Methodologies, continued

Lesson 3

Selection of Articles; Critical Appraisal of Papers; Understanding Content and Synthesising New Knowledge

Lesson 4

Introduction to Different Bibliographic Referencing Styles; Automatic Insertion of References in Text - Part 1

Lesson 5

Automatic Insertion of References in Text - Tools - Part 2

Lesson 6

Sampling Methods and Fundamental Principles

Lesson 7

Quantitative Methods - Research Instruments for Quantitative Research

Lesson 8

Qualitative Research - Research Instruments for Qualitative Methods; Qualitative vs Quantitative Methods (review of Lessons 7 and 8)

Lesson 9

Introduction to Statistical Data Analysis; Statistical Software (Excel, SPSS, PSPP) - Part 1

Lesson 10

Introduction to Statistical Data Analysis; Statistical Software (Excel, SPSS, PSPP) - Part 2

Lesson 11

Ethical and Research-Integrity Principles

Lesson 12

Interpretation of Results and Methods for Presenting Results in Quantitative and Qualitative Studies

RECOMMENDED BIBLIOGRAPHY

1. Issari, F.; Pourkos, M. (2015). Qualitative Research Methodology [electronic book]. Athens: Hellenic Academic Libraries Link. Available at: <http://hdl.handle.net/11419/5826>
2. Lagoumintzis, G. (2015). Introduction to Scientific Research [book chapter]. In Lagoumintzis, G.; Vlachopoulos, G.; Koutsogiannis, K. (2015). Research Methodology in the Health Sciences [electronic book]. Athens: Hellenic Academic Libraries Link, Chapter 1. Available at: <http://hdl.handle.net/11419/5357>
3. Lagoumintzis, G.; Vlachopoulos, G.; Koutsogiannis, K. (2015). Writing and Evaluating a Research Study [book chapter]. In Research Methodology in the Health Sciences [electronic book]. Athens: Hellenic Academic Libraries Link, Chapter 8. Available at: <http://hdl.handle.net/11419/5364>
4. Lagoumintzis, G.; Vlachopoulos, G.; Koutsogiannis, K. (2015). Overview of the Research Process [book chapter]. In Research Methodology in the Health Sciences [electronic book]. Athens: Hellenic Academic Libraries Link, Chapter 3. Available at: <http://hdl.handle.net/11419/5359>
5. Lagoumintzis, G.; Vlachopoulos, G.; Koutsogiannis, K. (2015). Data-Collection Methods [book chapter]. In Research Methodology in the Health Sciences [electronic book]. Athens: Hellenic Academic Libraries Link, Chapter 4. Available at: <http://hdl.handle.net/11419/5360>
6. Koutsogiannis, K. (2015). Research Ethics [book chapter]. In Lagoumintzis, G.; Vlachopoulos, G.; Koutsogiannis, K. (2015). Research Methodology in the Health Sciences [electronic book]. Athens: Hellenic Academic Libraries Link, Chapter 2. Available at: <http://hdl.handle.net/11419/5358>
7. Veal; Christou (2020). Research Methodologies in Tourism, 7th ed. Broken Hill Publishing.

14.4 4th Semester Courses

COURSE OUTLINE

COURSE CODE: 260401

SEMESTER: 4th

COURSE TITLE: E-Government

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours | ECTS Credits: 5

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: -

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the fundamental concepts of the academic field of E-Government.
2. Comprehension: Understand the role of Information Systems in Public Administration.

SKILLS

3. Application: Apply principles for the design of E-Government systems.
4. Analysis: Integrate requirements concerning the application of information-system protection rules to E-Government systems.
5. Synthesis: Organise, analyse and apply data in the evaluation and implementation of E-Government.

COMPETENCES

6. Evaluation: Compare and evaluate indicators used to assess levels of E-Government maturity.

GENERAL COMPETENCES

- Search for, analysis and synthesis of data and information, using the necessary technologies.
- Adaptation to new situations.
- Decision-making.
- Independent work.
- Teamwork.
- Project planning and management.
- Respect for diversity and multiculturalism.
- Respect for the natural environment.
- Demonstration of social, professional and ethical responsibility.

COURSE CONTENT

1. Introduction to the Fundamental Concepts and Definitions of E-Government
2. Current Situation and Prospects
3. Strategic Framework: European and Greek Strategy

COURSE CONTENT - E-Government, continued

4. Success Factors, Advantages, Risks and Challenges
5. Evaluation of E-Government Services
6. Digital Transformation
7. Public-Administration Information Systems
8. Security of Digital Transactions
9. Interoperability
10. Process Modelling and Re-engineering
11. Digital Public-Procurement Systems
12. Open Government Data
13. Personal Data

RECOMMENDED BIBLIOGRAPHY

1. Kapopoulos, Dimitris (2021). E-Government: Social and Economic Transformation. Diavlos Publications.
2. Lazakidou, Athina (2021). E-Government and Electronic Services for Citizens and Businesses, 3rd ed. Disigma Publications.
3. Apostolakis, I.; Loukis, E.; Chalaris, I. (2022). Digital Governance. Papazisis Publications.

RELEVANT SCIENTIFIC JOURNALS

- Journal of Information Technology and Politics
- International Journal of Electronic Government Research
- Electronic Government
- Government Information Quarterly

COURSE OUTLINE

COURSE CODE: 260402

SEMESTER: 4th

COURSE TITLE: E-Business

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 2 weekly teaching hours

Laboratory Exercises: 0

TOTAL: 4 weekly teaching hours | ECTS CREDITS: 5

COURSE TYPE: General Background

PREREQUISITE COURSES: -

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210402_Per_Hlektroniko-epixeirein.pdf

LEARNING OUTCOMES

The purpose of the course is to demonstrate that the global web, combined with new technological infrastructure and business models, creates opportunities for new business activities, more effective management of inter-organisational processes, direct interactive communication, and the electronic completion of transactions with business customers, consumers and citizens.

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences. In conjunction with Bloom's taxonomy, the learning outcomes are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the impact of technology, and particularly the Internet, on contemporary businesses and identify the fundamental principles of E-Business and E-Commerce.
2. Comprehension: Distinguish the role of management within the framework of e-entrepreneurship.

SKILLS

3. Application: Examine new E-Business models.
4. Analysis: Integrate the components of a contemporary E-Commerce business, including platform selection, User Experience, Payments, CRM and ERP, Digital Marketing, Branding, Digital Advertising, SEO, Social Media, Affiliate Marketing and Web Analytics.
5. Synthesis: Create and organise a prototype online store using ready-made Internet tools and services.

COMPETENCES

6. Analysis/Evaluation: Evaluate and measure the performance of a website and an online store.

GENERAL COMPETENCES

- Search for, analysis and synthesis of data and information, using the necessary technologies.
- Adaptation to new situations.
- Decision-making.
- Independent work.
- Teamwork.
- Project planning and management.
- Respect for diversity and multiculturalism.
- Respect for the natural environment.
- Demonstration of social, professional and ethical responsibility.

COURSE CONTENT

The theoretical component presents definitions and historical information concerning the development of the Internet, E-Business and E-Commerce; fundamental business models; online-store functions; relevant technologies; security and protection issues; legal issues; and related topics. E-Business models and their various applications (online shops, electronic auctions, electronic marketplaces and electronic banking) are analysed together with their legal framework and Internet technology and security issues, and business-strategy questions are addressed.

COURSE CONTENT - E-Business, continued

In the practical component, students learn how Internet technologies can be used to create successful business models and transform a conventional business into an e-business. Successful and unsuccessful examples of online stores and other business models are examined through case studies. Finally, students design and develop a prototype online store using ready-made Internet tools and services.

Theoretical Component:

1. Introductory Concepts: E-Commerce and E-Business
2. E-Business Opportunities; E-Business Risks; Difference between E-Commerce and E-Business
3. Business and Consumer Models for E-Commerce Transactions
4. Consumer Adoption of Digital Technologies; Drivers of Consumer Internet Adoption; Barriers to Consumer Internet Adoption; Barriers to Adoption of E-Business and E-Commerce
5. Introduction to B2B and B2C Businesses
6. Management Response to E-Commerce and E-Business - Strategy and Applications
7. Categories and Models of E-Business (eBusiness Models)
8. Components of E-Commerce (eCommerce Components)
9. Internet Technologies, Standards and Applications
10. Platform Selection (eCommerce Platform), User Experience, Suppliers and Product Mix, Warehouse, Shipping and Returns, Payments, CRM and ERP, Call Centre, Digital Marketing, Personnel and Legal Issues
11. Mobile Commerce (m-commerce)
12. Electronic Business Plan (e-Business Plan)
13. Case Studies

Practical/Laboratory Component:

1. Content-Management Systems
2. Installing Joomla
3. Introduction to Joomla
4. Creating Pages in the Joomla CMS
5. Website Customisation
6. Exercises in Joomla!
7. VirtueMart
8. Integrated Scenario
9. Installing WordPress
10. Introduction to WordPress
11. Creating a Blog in WordPress
12. Creating a Website in WordPress
13. Other Management Topics

RECOMMENDED BIBLIOGRAPHY

- Laudon, Kenneth; Traver, Carol Guercio (2018). E-Commerce. A. Papasotiriou & Co. I.K.E. Eudoxus Book Code: 77112547.
- Turban, Efraim; Outland, Jon; King, David (2020). E-Commerce: A Management and Social-Network Utilisation Tool. Broken Hill Publishers Ltd. Eudoxus Book Code: 94643838.

SUPPLEMENTARY BIBLIOGRAPHY

- Chaffey, Dave (2011). E-Business and E-Commerce Management: Strategy, Implementation, and Practice, 5th ed. ISBN-10: 0273752014; ISBN-13: 978-0273752011.
- Pollalis, G.; Giannakopoulos, D. (2007). E-Business. Stamoulis Publications, Athens.

RELEVANT SCIENTIFIC JOURNALS

- Electronic Commerce Research, Springer
- International Journal of Electronic Commerce (IJEC), M.E. Sharpe Inc.
- Electronic Commerce Research and Applications, Elsevier
- International Journal of Electronic Business, Interscience Publishers

ONLINE MATERIAL

- ecommercenews.gr
- ecommercenews.eu

COURSE OUTLINE

COURSE CODE: 260403

SEMESTER: 4th

COURSE TITLE: Financial Management

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: Not specified in the source document

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=260>

LEARNING OUTCOMES

The aim of this course is to provide an in-depth understanding of corporate financial management. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Students will be able to identify the financial function of business enterprises and recognise the elements that constitute the financial environment.
2. Comprehension: Students will be able to distinguish the methodologies used for effective financial analysis and forecasting and assess the appropriate means of meeting financing requirements.

SKILLS

3. Application: Students will examine the use of tools such as financial-ratio analysis, sources-and-uses-of-funds analysis, operating and financial leverage analysis, and financial management through budgeting.
4. Analysis: Students will combine the above tools and the enterprise's financial data in order to meet financing requirements and/or make effective use of available cash resources.
5. Synthesis: Students will prepare and integrate financial-data reports to support decision-making, organise the financial function, determine how financing needs should be met, and ensure effective cash management.

COMPETENCES

6. Evaluation: Students will evaluate the financial environment and the enterprise's financial data and benchmark these against other firms in the sector in support of effective decision-making.

GENERAL COMPETENCES

Upon successful completion of the course, students develop competences in:

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment

COURSE CONTENT

Week 1: Introduction to corporate financial management

Week 2: Analysis and forecasting of the financial environment

Week 3: Financial analysis and forecasting I (capital-flow analysis; operating and financial leverage)

Week 4: Financial analysis and forecasting II (financial-ratio analysis)

COURSE CONTENT - CONTINUED

Week 5: Management of current assets and cash resources

Week 6: Sources of short-term finance (bank borrowing, credit management)

Week 7: Sources of long-term finance (bank borrowing, equity financing through increases in share capital, and the issue and management of bond loans)

Week 8: The role and operation of financial markets

Weeks 9-10: Financial management and forecasting through budgeting; budgetary control

Week 11: Investments and investment projects

Week 12: Modern financing techniques

Week 13: Review and consolidation

RECOMMENDED BIBLIOGRAPHY

- Brigham, E. F. & Houston, J. F. (2020). Principles of Financial Management. Broken Hill Publishers Ltd.
- Brigham, E. F. & Ehrhardt, M. C. (2019). Financial Management: From Theory to Practice. Broken Hill Publishers Ltd.
- Pazarskis, M. (2020). Financial Management. Logismos Publishing.
- Arsenos, P. & Kaldis, P. (2021). Financial Management. E. Benou Publishing.
- Noulas, A. (2019). Financial Management: Investment and Financing Decisions, 2nd ed. A. Tziola & Sons S.A.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260404

SEMESTER: 4th

COURSE TITLE: Tourism Marketing

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=261>

LEARNING OUTCOMES

The course aims to help students understand the principles, philosophy and applications of marketing across all sectors of tourism, both at the level of tourism enterprises and at the level of tourism destinations. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

Knowledge: Explain the conceptual content and principal approaches of tourism marketing and discuss the importance and nature of tourism experiences.

Comprehension: Describe the structure and characteristics of tourism supply and demand and their relationship with the marketing philosophy. Distinguish the processes used to segment the tourism market, target consumer segments and position products in different segments.

SKILLS

Application: Analyse the process of preparing tourism marketing plans.

Analysis: Analyse the methods used to identify the needs and wants of consumers of tourism products.

Synthesis: Examine the concept and usefulness of the tourism marketing mix and distinguish the characteristics of its constituent elements.

COMPETENCES

Evaluation: Discuss the role, function, objectives and strategies relating to tourism products and services; discuss the role, function, objectives and strategies relating to the pricing of tourism products; explain the role, function, objectives and strategies of the communications and promotional mix in tourism; and evaluate practices and strategies for the development and management of tourism experiences.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Teamwork and/or independent work
- Working in an interdisciplinary environment
- Generating new research ideas
- Project planning and management
- Demonstrating social, professional and ethical responsibility
- Exercising critical and self-critical judgement
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Philosophy and process of tourism marketing.
2. Analysis of tourism supply and demand.

COURSE CONTENT - CONTINUED

3. The purchase-decision process for tourism products.
4. Analysis, development and management of the tourism experience.
5. Preparation of tourism marketing plans.
6. Tourism-market segmentation, targeting and positioning; competitor analysis.
7. The marketing mix and the four Ps.
8. Tourism product: image, brand name, differentiation, product analysis, new-product development, product life cycle, and the distinctive characteristics of products and services.
9. Price: demand elasticity, price rigidity and flexibility, price-determining factors, price differentiation and pricing techniques.
10. Distribution: distribution channels in tourism, intermediaries, channel selection and intermediary policy.
11. The communications mix in tourism: communication models, promotional objectives and techniques.
12. Sales promotion, planning of internal and external sales promotion, and merchandising.
13. Objectives and strategy of tourism advertising, development of advertising campaigns, objectives and techniques of public relations, and organisation and objectives of personal selling.

RECOMMENDED BIBLIOGRAPHY

- Kotler, P. T., Bowen, J. T., Makens, J. & Baloglou, S. (2019). Marketing for Tourism and Hospitality. Nicosia, Cyprus: Broken Hill Publishers. ISBN 9789925575411.
- Protopapadakis, I. (2021). Tourism Marketing. Athens: Stamoulis Publishing. ISBN 9789606180361.
- Fyall, A., Legoherel, P., Frochot, I. & Wang, Y. (2020). Marketing for Tourism and Hospitality. Athens: Rosili Publishing. ISBN 978-618-5131-72-2.
- Vasileiadis, X. (2019). Marketing and Management of Tourism Destinations. Thessaloniki: Th. Karagiorgou O.E. ISBN 978-618-83370-7-7.

RELEVANT SCIENTIFIC JOURNALS

- Journal of Destination Marketing & Management (<https://www.journals.elsevier.com/journal-of-destination-marketing-and-management>)
- Journal of Hospitality Marketing & Management (<https://www.tandfonline.com/toc/whmm20/current>)
- Journal of Vacation Marketing (<https://journals.sagepub.com/home/jvm>)
- Journal of Travel & Tourism Marketing (<https://www.tandfonline.com/toc/wttm20/current>)

COURSE OUTLINE

COURSE CODE: 260405

SEMESTER: 4th

COURSE TITLE: Management of Tourism and Hotel Enterprises

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210405_Per_Dioikhsh-touristikwn-k-ksenodoxeiakwn-epixeirhsewn.pdf

LEARNING OUTCOMES

The course aims to interpret the concepts of the tourism enterprise, tourism product, organisation, management and administration. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Identify the types of tourism enterprises and the distinctive characteristics of their tourism products, and describe the tourism supply system.
2. Explain the fundamental principles of tourism-business management and distinguish between relevant management methods and techniques.

SKILLS

3. Produce planning schemes by calculating investment requirements on the basis of the tourism enterprise's financial and operating data.
4. Combine resources and time - including sound financial management, appropriate allocation of equipment and human resources, and effective use of time - in order to design the organisation of a tourism enterprise.

COMPETENCES

5. Explain the role of human resources in delivering high-quality services and in decision-making processes, and organise information systems from which appropriate information can be obtained to support sound decision-making.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Teamwork and/or independent work
- Working in an interdisciplinary environment
- Generating new research ideas
- Project planning and management
- Demonstrating social, professional and ethical responsibility
- Exercising critical and self-critical judgement
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. The hospitality industry
2. Development and change in the hospitality industry
3. The food-service industry
4. Restaurant operations
5. Food service in other establishments; beverage management
6. The accommodation sector
7. Hotel and accommodation operations

COURSE CONTENT - CONTINUED

8. Food and beverage operations in hotels
9. The tourism industry
10. Destinations; factors influencing tourism development
11. Event management
12. Organisation and management; accounting
13. Human resources, service management, leadership and management

RECOMMENDED BIBLIOGRAPHY

- Reynolds, D., Rahman, I. & Barrows, C. (2024). Hospitality Management. Broken Hill Publishers Ltd.
- Stavrinoudis, T. & Kakaroungas, C. (2022). Managing Tourism Enterprises. Kritiki Publishing.
- Laloumis, D. (2018). Management of Tourism Enterprises. Nikitopoulos Sarantos & Co.

RELEVANT SCIENTIFIC JOURNALS

- Journal of Destination Marketing & Management
(<https://www.journals.elsevier.com/journal-of-destination-marketing-and-management>)
- Journal of Hospitality Marketing & Management (<https://www.tandfonline.com/toc/whmm20/current>)

COURSE OUTLINE

COURSE CODE: 260406

SEMESTER: 4th

COURSE TITLE: Consumer Behaviour

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210406_Per_Symperifora-katanalwth.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe the concept and content of consumer behaviour through an integrated and holistic approach, including the formation of consumer preferences and attitudes, decision-making processes and behavioural patterns.
2. Comprehension: Distinguish the factors that can determine and shape consumer behaviour.

SKILLS

3. Application: Apply available theoretical models in practice, examine the full range of consumer behaviour underlying individual choices, and identify the changes required for an enterprise to achieve its objectives.
4. Analysis: Combine fundamental concepts and approaches relating to consumer behaviour and develop the ability to understand and shape the consumer experience.
5. Synthesis: Understand the psychological and cultural processes governing consumer behaviour and propose potential changes to business strategy aimed at influencing consumer behaviour.

COMPETENCES

6. Evaluation: Evaluate the wider implications of consumer behaviour and assess the influence of available communication media on consumer behaviour.

GENERAL COMPETENCES

Students will develop competences in:

- Decision-making
- Analysis and synthesis of data and information
- Independent work
- Working in an interdisciplinary environment
- Exercising critical and self-critical judgement

COURSE CONTENT

Week 1: Fundamental concepts of consumer behaviour

Week 2: Perception and attitudes in consumer behaviour

Week 3: Theoretical approaches to consumer behaviour

Week 4: Consumer purchase-decision process

Week 5: Case Study A

Week 6: Factors influencing consumer behaviour

Week 7: Understanding and shaping the consumer experience

Week 8: Marketing-mix formulation and consumer behaviour

COURSE CONTENT - CONTINUED

Week 9: The importance of consumer satisfaction

Week 10: Business strategy and consumer behaviour

Week 11: Innovation and consumer behaviour

Week 12: Managing consumer behaviour before and after purchase

Week 13: Case Study C

RECOMMENDED BIBLIOGRAPHY

- Siomkos, G. Consumer Behaviour, 5th ed., Eudoxus Textbook [77107390], ISBN 9789925563654, Broken Hill Publishers Ltd.
- Mavridis, S. Consumer Behaviour: The Consumer Behaviour of Greeks, Eudoxus Book [68386050].

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

14.5 5th Semester Courses

COURSE OUTLINE

COURSE CODE: 260501

SEMESTER: 5th

COURSE TITLE: Management Information Systems

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210501_Per_Plhroforiaka-systhmata-dioikhshs.pdf

LEARNING OUTCOMES

The course aims to familiarise students with the concepts of management information systems and to demonstrate their role in decision-making and the achievement of competitive advantage. It presents fundamental concepts relating to information-systems infrastructure and the role of information systems in businesses and organisations. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe the contribution of information systems to business-process redesign and select appropriate decision-support tools.
2. Comprehension: Conduct investigative studies of information systems under realistic, applicable scenarios and distinguish and explain the individual cases involved.

SKILLS

3. Application: Examine marketing strategies supported by information systems.
4. Analysis: Compare and evaluate information systems.
5. Synthesis: Create and integrate models, and reorganise and redesign marketing strategies by restructuring information data.

COMPETENCES

6. Evaluation: Evaluate, compare and draw conclusions, proposing the most appropriate marketing approach through the analysis of case studies.

GENERAL COMPETENCES

Students will develop competences in:

- Searching, analysing and synthesising data and information using the necessary technologies
- Independent work
- Teamwork
- Exercising critical and self-critical judgement
- Promoting free, creative and inductive thinking
- Decision-making

COURSE CONTENT

1. Introductory concepts and the importance of information systems in business
2. Information systems in the enterprise: fundamental elements of an enterprise, types of information systems, and the operation of information systems in businesses

COURSE CONTENT - CONTINUED

3. Management of hardware and software technology in the enterprise
4. Information systems and business strategy: achieving competitive advantage, the competitive-forces model, and the value-chain model
5. Advanced examples of achieving competitive advantage through information systems
6. Decision-making: types of decisions, the decision-making process, Decision Support Systems (DSS, ESS, GDSS), and intelligent decision-support systems
7. Knowledge management: knowledge-management systems and knowledge-work systems
8. Information-systems development: information-system life-cycle analysis
9. Information-systems development: collection and processing of user requirements, model creation and system design
10. Advanced examples of information-systems development
11. Evaluation of information systems
12. Management of information-system procurement/development projects
13. Ethical, privacy and security issues

RECOMMENDED BIBLIOGRAPHY

- McKinney, E. & Kroenke, D. (2017). Introduction to Management Information Systems: Processes, Systems and Information. Broken Hill Publishers Ltd.
- Laudon, K. C. & Laudon, J. P. (2014). Management Information Systems, 11th US ed. Kleidarithmos Publishing.
- Hoffer, J., George, J. & Valacich, J. (2012). Information Systems: Modern Systems Analysis and Design, 6th ed. Tziola Publishing.
- Wallace, P. (2014). Management Information Systems. Kritiki Publishing.
- Giannakopoulos, D. & Papoutsis, I. (2012). Management Information Systems, 2nd ed. Synchroni Ekdotiki. ISBN 978-960-6674-78-5.

COURSE OUTLINE

COURSE CODE: 260502

SEMESTER: 5th

COURSE TITLE: Innovation and Entrepreneurship

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210401_Per_Kainotomia-k-epixeirhmatikothta.pdf

LEARNING OUTCOMES

The purpose of this course is to introduce students to the concepts of entrepreneurship and innovation. Students should be able to understand the various types of innovation, develop effective business models and prepare a Business Plan. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the concepts and characteristics of the entrepreneur and entrepreneurship, including their corporate and social dimensions.
2. Comprehension: Distinguish the dimension of innovation and assess actions for the development of innovative applications.

SKILLS

3. Application: Distinguish and analyse the individual elements of a business model using the Business Model Canvas framework.
4. Analysis: Successfully integrate a business model and develop an effective, comprehensive business plan.
5. Synthesis: Create and organise all individual data required for the preparation and implementation of the business plan.

COMPETENCES

6. Evaluation: Evaluate and successfully support an entrepreneurial activity. Students will also be able to measure and assess the results of entrepreneurial activity in order to reach critical decisions in a timely manner.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas
- Project planning and management
- Respect for diversity and multiculturalism

COURSE CONTENT

1. Entrepreneurship: historical development
2. The entrepreneurial mindset in individuals
3. The entrepreneurial mindset in organisations; corporate entrepreneurship
4. Social entrepreneurship and the global environment of entrepreneurship
5. Innovation: the creative pursuit of ideas
6. Evaluation of entrepreneurial opportunities

COURSE CONTENT - CONTINUED

7. Path towards the creation of an entrepreneurial venture
8. Sources of capital for entrepreneurs
9. Legal aspects of business
10. Marketing challenges for businesses
11. Financial management of entrepreneurial ventures
12. Development of an effective business plan
13. Growth strategies for new ventures

RECOMMENDED BIBLIOGRAPHY

- Kuratko, D. F. (2018). Entrepreneurship: From Theory to Practice. Broken Hill Publishers Ltd.
- Bessant, J. & Tidd, J. (2016). Innovation and Entrepreneurship. A. Tziola & Sons S.A.
- Burns, P. (2020). Entrepreneurship, Enterprises, Innovation, Small Businesses and Start-ups. Kleidarithmos Publishing.
- Sarri, K., Laspita, S. & Kefis, V. (2021). Entrepreneurship and the Business Plan. A. Tziola & Sons S.A.

OTHER SOURCES

- Hellenic Centre of Volunteer Managers (KEMEL): www.kemel.gr

COURSE OUTLINE

COURSE CODE: 260503

SEMESTER: 5th

COURSE TITLE: Marketing Research

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 2 weekly teaching hours

Laboratory Exercises: 0

TOTAL: 4 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Scientific Field

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210503_Per_Ereyna-mkt.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the content and describe the methodology of research related to firms' market activity as a relatively autonomous component of the enterprise's broader information system. Distinguish and explain the importance and role of marketing research in marketing-management decision-making.
2. Comprehension: Examine and reproduce all methods for collecting secondary and primary data, and apply all sampling methods.

SKILLS

3. Application: Examine integrated research programmes by classifying and applying the marketing knowledge acquired in the curriculum up to the fifth semester.
4. Analysis: Design complex simulation scenarios for various marketing problems in business so as to combine and develop the conduct of marketing research.
5. Synthesis: Synthesise and explain marketing-research findings in order to propose solutions to marketing decision-making problems and/or recommend further research.

COMPETENCES

6. Evaluation: Apply acquired knowledge and evaluate case studies by measuring and judging the use of specific tools.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Teamwork
- Generating new research ideas
- Designing research programmes
- Demonstrating social, professional and ethical responsibility
- Exercising critical and self-critical judgement
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. The role and purpose of Marketing Research (MR), its relationship with the marketing concept and Marketing Management.
2. Decision-making and MR; the enterprise and information; Marketing Information Systems (MIS).
3. Principles and organisation of MR.
4. Preliminary phase of research programmes.
5. Research objectives.
6. Analysis of the stages involved in conducting research programmes; methodology.

COURSE CONTENT - CONTINUED

7. Secondary-data research and literature review: methods, techniques and referencing system.
8. Primary-data collection: surveys (personal, telephone, postal and electronic interviews), observation and experimental research.
9. Sampling: sample size and methods.
10. Design of primary-data collection instruments (questionnaires).
11. Measurement of variables; reliability and validity.
12. Data processing, data analysis, discussion, conclusions, recommendations, report writing and presentation.
13. Special issues in Marketing Research (costs, ethics).

RECOMMENDED BIBLIOGRAPHY

- Tilikidou, E. (2010). Marketing Research. Sofia Publishing.
- Tilikidou, E. & Delistavrou, A. (2018). Marketing Research Laboratory Notes. ATEI Thessaloniki Publishing.
- Chisnall, P. M. (1992). Marketing Research, 4th ed. London: McGraw-Hill.
- Tull, D. S. & Hawkins, D. I. (1993). Marketing Research, 6th ed. New York: Macmillan.
- Churchill, G. A., Jr. (1995). Marketing Research, 6th ed. New York: Macmillan.
- Zikmund, W. G. (2000). Exploring Marketing Research. Orlando: Dryden Press.

COURSE OUTLINE

COURSE CODE: 260505

SEMESTER: 5th

COURSE TITLE: Wholesale and Retail Marketing

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Knowledge

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210505_Per_Mkt-lianikou-emporiou.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Acquire a sound understanding of the fundamental principles of wholesale and retail trade and be able to recognise and define the retail environment.
2. Comprehension: Distinguish consumer demographic characteristics and identify consumer trends.

SKILLS

3. Application: Identify and apply techniques that influence contemporary retailing, such as merchandising and the buying cycle.
4. Analysis: Analyse the wholesale and retail environment and design an appropriate sales mix.
5. Synthesis: Develop product assortments and organise business-to-business (B2B) and business-to-consumer (B2C) selling processes.

COMPETENCES

6. Evaluation: Evaluate the complete retail cycle, including procurement, fundamental principles of successful purchasing, modern logistics technologies for product-flow control, the buyer's role in planning, future trends in e-retailing, and measurement of business performance.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information
- Decision-making
- Independent work
- Teamwork

COURSE CONTENT

1. Historical overview of retail trade.
2. Product distribution.
3. Wholesale trade.
4. Classification of retail and wholesale enterprises.
5. Human-resource management in retail enterprises.
6. Merchandise purchasing.
7. Merchandise pricing.
8. Inventory planning and control.
9. Inventory turnover cycle.
10. Sales-potential assessment and forecasting.
11. Retail marketing strategy.

COURSE CONTENT - CONTINUED

- 12. Physical distribution of products.
- 13. Electronic retail sales.

RECOMMENDED BIBLIOGRAPHY

- Tzortzakis, K. Wholesale and Retail Marketing. Rosili Publishing.
- Exadaktylos, N. Wholesale and Retail Marketing. Ellin Publishing.
- Papavasileiou, N. & Baltas, G. (2003). Wholesale and Retail Marketing. Athens: Rosili Publishing.

RELEVANT SCIENTIFIC JOURNALS

- Journal of Retailing

COURSE OUTLINE

COURSE CODE: 260506

SEMESTER: 5th

COURSE TITLE: Green Marketing

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Scientific Field

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210506_Per_Oikologiko-mkt.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Relate environmental problems to business activity.
2. Comprehension: Distinguish and explain the role of marketing in environmental degradation and understand the role of research into environmentally conscious consumers.

SKILLS

3. Application: Move beyond the perception that marketing is exclusively a factor contributing to environmental harm and identify ways in which marketing can contribute to environmental protection.
4. Analysis: Combine marketing knowledge acquired within the programme with efforts to protect the environment and recognise the importance of differentiated, alternative marketing strategies.
5. Synthesis: Formulate ecological/green marketing strategies.

COMPETENCES

6. Evaluation: Evaluate different marketing strategies in terms of their environmental footprint and compare the findings of different studies of environmentally conscious behaviour.

GENERAL COMPETENCES

- Adapting to new situations
- Working in an interdisciplinary environment
- Generating new research ideas
- Respect for the natural environment
- Demonstrating social, professional and ethical responsibility
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Marketing and environmental degradation.
2. Environmental degradation and efforts to protect the environment.
3. Responsibility for environmental protection.
4. The concept and content of Green Marketing.
5. Green marketing internationally.
6. Green-marketing research.
7. Green-marketing research in Greece.
8. Environmentally conscious consumer behaviour.
9. Environmentally conscious consumers in Greece and recent developments.
10. Alternative green business strategy.
11. Alternative green marketing strategy.

COURSE CONTENT - CONTINUED

12. Presentation of an alternative green marketing strategy.
13. Case studies of successful green business strategies (presentation and discussion of student assignments).

RECOMMENDED BIBLIOGRAPHY

- Tilikidou, E. (2008). Green Marketing. Sofia Publishing.
- Coddington, W. (1993). Environmental Marketing. New York: McGraw-Hill.
- Ottman, J. A. (1997). Green Marketing: Opportunities for Innovation. Chicago, IL: NTC Business Books.
- Peattie, K. (1995). Environmental Marketing Management. London: Pitman Publishing.

RELEVANT SCIENTIFIC JOURNALS

- Business Strategy and the Environment
- Environment and Behavior

COURSE OUTLINE

COURSE CODE: 260507

SEMESTER: 5th

COURSE TITLE: Multimedia Applications in Marketing

INDEPENDENT TEACHING ACTIVITIES

Lectures: 1 weekly teaching hour

Practical Exercises: 0

Laboratory Exercises: 2 weekly teaching hours

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=270>

LEARNING OUTCOMES

The aim of the course is to familiarise students with new technologies used in marketing for communicating and promoting the goods and services offered by an enterprise. Learning focuses on fundamental concepts governing multimedia applications and on techniques and tools used to create, develop and integrate the material required for their use as marketing, public-relations and advertising tools. The course examines the nature of the digital systems combined to create and develop information representations in multimedia applications (audio, image, video, etc.). It focuses on relevant tools/software and on the procedures followed in developing integrated multimedia applications, with particular emphasis on their use in communication.

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the importance of interactive multimedia as tools for marketing, public relations and advertising. With the necessary knowledge and practical experience, identify and develop original proposals for the design and development of graphics/multimedia applications individually or in teams.
2. Comprehension: Distinguish the specific characteristics, standards and technologies associated with different media for information representation, including historical development, text, hypertext, hypermedia, image, sound, animation, video, colour theory, colour models and transformations between colour models. Become familiar with basic media-encoding techniques used in multimedia applications.

SKILLS

3. Application: Examine and discover fundamental concepts relating to Multimedia Technologies, including digital signals, differences between analogue and digital signals, signal digitisation, and basic concepts and parameters of digitisation.
4. Analysis: Using specialised raster and vector software for creating multimedia applications, design and analyse a multimedia-application case study and assess the role of stakeholders in project implementation.
5. Synthesis: Create and redesign project-management methodologies and technologies for multimedia-system development, organising and proposing structures that support successful completion of multimedia applications.

COMPETENCES

6. Evaluation: Identify specific problems arising in the development of applications requiring enhanced and assured multimedia quality of service and evaluate possible solutions. Collaborate with fellow students to create and present a case study of an interactive multimedia application.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work

COURSE CONTENT

Lecture 1: Fundamental concepts
 Lecture 2: Information systems - structural components
 Lecture 3: Hardware and software for multimedia
 Lecture 4: Digital systems
 Lecture 5: Information representation I
 Lecture 6: Information representation II
 Lecture 7: Multimedia - hypermedia - nodes - interactivity - interactive multimedia
 Lecture 8: Fields of multimedia application
 Lecture 9: Website creation
 Lecture 10: Operations of multimedia-element systems and application-development software
 Lecture 11: Animation
 Lecture 12: Video and website creation software
 Lecture 13: Multimedia development process

RECOMMENDED BIBLIOGRAPHY

- Wong, Yue-Ling (2020). Using and Programming Multimedia (Digital Audio, Digital Video, Digital Imaging and Multimedia Programming). M. Giourdas Publishing.
- Pantano-Rokou, F. Interactive Multimedia Applications: Technology, Design and Implementation Processes.
- Styliaras, G., Dimou, V. & Zevgolis, D. (2019). Modern Multimedia Tools. A. Tziola & Sons S.A.
- Kalafatoudis, D., Drositis & Koiliadis (2011). Introduction to Information and Communication Technologies. Athens: New Technologies Publishing.
- Beekman, G. & Quinn, M. J. (2010). Introduction to Computing. Athens: Ch. Giourdas Publishing.
- Xylomenos, G. V. & Polyzos, G. K. (2009). Multimedia Technology and Multimedia Communications. Athens: Kleidarithmos Publishing.
- Machias, G. (2013). Application and Use of Multimedia. Arnaoutis Publishing.

RELEVANT SCIENTIFIC JOURNALS / ARTICLES

- Shankar, V. & Yadav, M. S. (2010). Special Issue on "Emerging Perspectives on Marketing in a Multichannel and Multimedia Retailing Environment", Journal of Interactive Marketing, 24(2), 55-180.
- Hamilton, J. & Woodward-Kron, R. (2011). Developing cultural awareness and intercultural communication through multimedia: A case study from medicine and the health sciences. System, 38(4), 560-568.
- Kovachev, D., Cao, Y. & Klamka (2011). Mobile Multimedia Cloud Computing and the Web. Multimedia on the Web Workshop, Graz, 8-9 September, 21-26.
- Battiatto, S., Farinella, G. M., Giuffrida, G., Ismeiro, C. & Tribulato, G. (2009). Using visual and text features for direct marketing on multimedia messaging services domain. Multimedia Tools and Applications, 42(1), 5-30.
- Adabala, N., Datha, N., Joy, J., Kulkarni, C., Manchepalli, A., Sankar, A. & Walton, R. (2010). An interactive multimedia framework for digital heritage narratives. Proceedings of Multimedia (MM '10), ACM, New York, 1445-1448.

COURSE OUTLINE**COURSE CODES: 260508 / 260512 / 260518**

SEMESTER: 5th

COURSE TITLE: Corruption and Transparency Issues in Public Administration

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=299>**LEARNING OUTCOMES**

The course examines the public enterprise from managerial, organisational and empirical perspectives. It focuses on production issues in public enterprises and on problems associated with the role of the state as owner and producer, while also being responsible for their management and/or supervision. The aim is to provide an in-depth understanding of the operational characteristics of public enterprises and to describe them from managerial and organisational perspectives.

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe all processes in public administration.
2. Comprehension: Identify points at which corruption may occur.

SKILLS

3. Application: Develop procedures for preventing and combating corruption.
4. Analysis: Analyse problems related to public administration and the effects of corruption on the robustness and functioning of the state.
5. Synthesis: Develop flexible action plans and innovative methods of public administration aimed at combating corruption.

COMPETENCES

6. Evaluation: Respond, from the position of a public-enterprise manager, to the challenges associated with the modern public sector.

GENERAL COMPETENCES

Upon successful completion of the course, students develop competences in:

- Searching, analysing and synthesising data and information on markets and prevailing conditions, using appropriate methodology and the necessary technologies
- Adapting to new situations
- Decision-making
- Working in an international environment
- Project planning and management
- Exercising critical and self-critical judgement
- Working in an interdisciplinary environment
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Demonstrating social, professional and ethical responsibility and sensitivity to gender issues
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Administrative organisation of the state.
2. Public administration in the European Union.
3. Factors generating corruption in public administration.
4. Corruption measurement indicators.
5. The role of administrative control in combating corruption.
6. Typologies of anti-corruption frameworks.
7. Virtue and ethics in public administration.
8. Corruption in different sectors.
9. Corruption in different sectors.
10. Case studies from around the world.
11. E-government in combating corruption.
12. Building ethical organisations and organisational cultures.

COURSE OUTLINE

COURSE CODE: 260509

SEMESTER: 5th

COURSE TITLE: English II

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): <http://ommt.ihu.gr/mathimata/eksamino5/>

LEARNING OUTCOMES

The course aims to teach English as it functions in professional settings, particularly in management, economics, commerce and tourism. It combines the study and critical, creative appraisal of various types of workplace texts with active student participation and discussion, group work and exercises designed to support a comprehensive understanding of communication in professional contexts. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise and identify the needs of each workplace environment and combine relevant knowledge in order to respond adequately to professional obligations.
2. Comprehension: Distinguish specialised professional terminology in English, generalise acquired knowledge and enrich professional vocabulary.

SKILLS

3. Application: Examine authentic situations in order to address issues arising in a range of professional fields, such as management, economics, commerce and tourism.
4. Analysis: Combine specialised scenario-based cases, written and listening exercises, role plays and discussions in order to strengthen their capacity to respond to business-world challenges and develop a strong professional identity.
5. Synthesis: Compose articles and letters of an apologetic or informational nature and construct appropriate arguments for specific workplace communication situations.

COMPETENCES

6. Evaluation: Use English business terminology confidently and evaluate problems effectively, becoming more creative, autonomous, productive and collaborative through improved language proficiency.

GENERAL COMPETENCES

- Independent work
- Decision-making
- Teamwork
- Working in an international environment
- Oral fluency and development of skills for independent study and self-directed learning
- Advanced command of English terminology
- Significant development of intellectual and transferable skills valuable for professional careers

COURSE CONTENT

1. Getting to know the students
2. Me, Myself and I: Vocabulary
3. Me, Myself and I: Speaking
4. Sports and Leisure: Vocabulary

COURSE CONTENT - CONTINUED

5. Sports and Leisure: Speaking
6. Urban and Rural Life: Vocabulary
7. Urban and Rural Life: Speaking
8. Fashion and Appearance: Vocabulary
9. Fashion and Appearance: Speaking
10. Travelling: Plans and Habits - Vocabulary
11. Travelling: Plans and Habits - Speaking
12. Writing
13. Review

RECOMMENDED BIBLIOGRAPHY

- Taylor, J. & Zeter, J. (2011). Business English. EU: Express Publishing.
- Catrin, M. (2016). Flash on English for Tourism. Cyprus: Deportivo Publishing Ltd.
- Dulay, H., Burt, M. & Krashen, S. (1982). Language Two. Oxford: Oxford University Press.
- Gass, S. & Selinker, L. (2008). Second Language Acquisition: An Introductory Course. New Jersey: Lawrence Erlbaum.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260510

SEMESTER: 5th

COURSE TITLE: Knowledge Management

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=276>

LEARNING OUTCOMES

It is widely recognised in the international literature that, in today's competitive environment, knowledge is a cornerstone of competitiveness for every institution, enterprise and organisation. The aim of the course is to develop an understanding of the importance of knowledge management and of the processes through which knowledge is created, absorbed and transferred. The course presents fundamental terminology, theories and models, as well as methods for knowledge transfer and staff training, taking into account cutting-edge technologies and effective learning tools. In addition to managerial and business perspectives, the course draws on psychology, biology and information technology. Its ultimate objective is to enable students to transfer knowledge effectively within and beyond the organisation by using appropriate tools and methods.

Upon successful completion of the course, students will be able to:

KNOWLEDGE

- Distinguish explicit from tacit knowledge and recognise the value of experiential knowledge.
- Identify methods of transferring knowledge within and beyond the workplace organisation.
- Understand the biological processes involved in knowledge creation.

SKILLS

- Develop analytical and critical-thinking skills relating to knowledge-management theory.
- Identify and understand the key factors of a knowledge-management system through real-world case studies.

COMPETENCES

- Develop competences relating to optimal knowledge transfer, staff training and communication within businesses and organisations.
- Demonstrate in-depth knowledge of the principal behaviours and practices associated with knowledge management and innovation in organisations.

GENERAL COMPETENCES

Upon successful completion of the course, students develop competences in:

- Information management using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas

COURSE CONTENT - THEORY AND CASE STUDIES

Week 1: Introduction to Knowledge Management; fundamental concepts and examples using audiovisual material.

Week 2: Organisational-learning processes and fundamental knowledge-transfer models.

Week 3: Nonaka and Takeuchi knowledge-transfer model; analysis and application of a relevant questionnaire.

Week 4: Knowledge creation in practice - company case studies.

Weeks 5-6: New technologies and knowledge management at the threshold of the Fourth Industrial Revolution; the role of artificial intelligence in learning (basic analysis of AI in decision-making).

Weeks 7-8: Knowledge diffusion and blockchain.

Weeks 9-10: Organisational knowledge.

Week 11: Preparation of student assignments.

Week 12: Fundamental principles of adult education.

Week 13: Review of course material and presentation of student assignments concerning either (a) intra-organisational training or (b) new technologies and learning mechanisms.

RECOMMENDED BIBLIOGRAPHY

- Easterby-Smith, M. & Lyles, M. (2017). Handbook of Organizational Learning and Knowledge Management. Broken Hill Publishers Ltd.
- Nonaka, I. & Takeuchi, H. (2003). The Knowledge-Creating Company. Kastaniotis Publishing.
- Dalkir, K. (2021). Knowledge Management. Tziola & Sons S.A.
- Gamble, P. (2004). Knowledge Management. Diavlos Publishing.
- Rossidis, I. & Aspridis, G. (2017). Knowledge Management. Stamoulis Publishing.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260511

SEMESTER: 5th

COURSE TITLE: Management Accounting

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Become familiar with the tools used in Financial Accounting and the characteristics of different costing systems.
2. Comprehension: Understand the concept and purpose of accounting within the enterprise.

SKILLS

3. Application: Understand and apply the role and relationship of Financial Accounting and Management Accounting, and understand the role of different cost categories in decision-making.
4. Analysis: Analyse Financial Accounting data for the costing of goods and services, and analyse and interpret variances between historical and predetermined figures.
5. Synthesis: Prepare extra-accounting cost reports.

COMPETENCES

6. Evaluation: Design and prepare budgets and standard-cost statements.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment

COURSE CONTENT

1. Introduction to accounting: concept, purpose and subject matter; concept and structure of assets; accounting equation; changes in assets and liabilities.
2. Accounting tools: inventory and balance sheet (concept, content and purpose); accounts (assets, liabilities and income-statement accounts).
3. Accounting procedures: journal, entries and accounting cycle.
4. Structure and determination of year-end results.
5. The role of Management Accounting in decision-making; fundamental concepts and assumptions governing accrual-based accounting systems (cost, expense, expenditure, extraordinary loss, revenue).
6. Types and behaviour of costs in relation to activity level; relationships among activity level, cost and operating result.
7. Cost centres; allocation of indirect costs to primary and auxiliary cost centres.
8. Costing systems and methods.
9. Service and activity costing; Activity-Based Costing (ABC).
10. Budgets: concept, purpose and preparation; flexible budgets.

COURSE CONTENT - CONTINUED

11. Standard costing, setting standards and variance investigation.
12. Cost concepts supporting decision-making; costing and pricing; supply-chain costs; cost-reduction interventions.
13. Financial-statement analysis.

RECOMMENDED BIBLIOGRAPHY

1. Needles, B., Powers, M. & Crosson, S. Management Accounting. Eudoxus Book [68373075], ISBN 9789963274444. Broken Hill Publishers Ltd., 1st ed., 2017.
2. Miller-Nobles, T. L., Mattison, B. L. & Matsumura, E. M. Horngren's Management Accounting. Eudoxus Book [102070208], ISBN 9789925588312. Broken Hill Publishers Ltd., 1st ed., 2021.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260513

SEMESTER: 5th

COURSE TITLE: Supply Chain Management

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Become familiar with introductory Supply Chain Management terminology; the execution of key business functions/processes; performance measurement; and fundamental strategic, tactical and operational decisions in supply-chain networks.
2. Comprehension: Understand the role of stochastic models, optimisation models and simulation in supply-chain design.

SKILLS

3. Application: Clearly classify and conceptually identify the principal components of Supply Chain Management (SCM) and the Supply Chain (SC).
4. Analysis: Analyse the role of network technologies and e-commerce in supply-chain management.
5. Synthesis: Draw on practical experience to explain the significance of SCM and synthesise the importance of information in SCM optimisation.

COMPETENCES

6. Evaluation: Evaluate how relevant decisions can affect the overall performance and effectiveness of a business or organisation.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment

COURSE CONTENT

1. Supply Chain (SC): definition, formation and components; diagrams/examples; flows (products/services, information and financial flows); objectives; supply-chain value added; Porter's value-chain model (primary and support activities); supply-chain system analysis; partnerships (reasons and benefits).
2. Supply Chain Management (SCM): definition; functions and summary of the processes involved; systems approach and associated problems.
3. Transformation of SCM in relation to new technologies, the emergence of the Internet, its adoption for marketing/commercial transactions/information exchange, and recognition of the benefits of successful SCM.
4. SCM implementation phases: strategy, design, operation and evaluation.
5. Factors influencing SC development and SCM in pursuit of competitive advantage.

COURSE CONTENT - CONTINUED

6. Organisation of distribution channels and networks in the supply chain.
7. Information management to support decisions concerning fundamental SCM functions and supply-chain network design.
8. SCM information technologies: overview of technologies, principal characteristics, capabilities and major global-market suppliers.
9. The role of e-commerce in SCM.
10. Electronic supply chains: definition, characteristics, evolution, types, current status, and the impact of e-commerce on automation and optimisation of supply-chain processes.
11. Contemporary forms of supply-chain networks: virtual enterprises, definitions, characteristics, types and management models.
12. SCM coordination and supply-chain integration.
14. Review of SCM and the Supply Chain. [Numbering retained from the source document.]

RECOMMENDED BIBLIOGRAPHY

1. Heizer, J., Render, B. & Munson, C. (2020). Operations Management: Sustainability and Supply Chain Management. ISBN 9789925575480. Broken Hill Publishers Ltd.
2. Bowersox, D., Closs, D., Cooper, M. & Bowersox, J. Logistics: Supply Chain and Distribution Network Management, 4th ed. Eudoxus Book [50659353], ISBN 9789963258413. Broken Hill Publishers Ltd.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260514

SEMESTER: 5th

COURSE TITLE: Tourism Market Research

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: 0

TOTAL: 4 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=281>

LEARNING OUTCOMES

This course aims to develop an understanding of the concept and content of tourism market research. It connects market research with tourism marketing and analyses the relationship between decision-making and the preparation of research designs. It also presents the usefulness of research and identifies the distinctive features of research in the tourism market. The concepts of quantitative and qualitative research are also analysed. Upon completion of the course, students will be able to:

KNOWLEDGE

- Understand the fundamental methodologies used in tourism market research.
- Describe types of research design and analyse the stages of the research process and types of research according to the origin of the data.
- Explain methods of primary-data collection and comparatively evaluate methods of communicating with respondents.

SKILLS

- Describe the limitations of tourism market research and identify organisations that conduct market research or use its findings.
- Analyse the concept of sampling in tourism market research and the principal sampling methodologies that may be used.
- Analyse probability theory and examine sampling frames.
- Distinguish alternative forms of sampling and their uses, and analyse methods for selecting a population and calculating sample size.

COMPETENCES

- Design questionnaires and construct open- and closed-ended questions.
- Explain interviewing techniques.
- Use fundamental qualitative-research techniques.
- Evaluate the philosophy and components of a Marketing Information System.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Teamwork and/or independent work
- Working in an interdisciplinary environment
- Generating new research ideas
- Project planning and management
- Demonstrating social, professional and ethical responsibility
- Exercising critical and self-critical judgement
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Introduction - definitions - classification of tourism market research.

COURSE CONTENT - CONTINUED

2. Tourism market research methodologies - types of research design - stages of research.
3. Secondary research - primary research.
4. Primary research - applications and limitations of tourism market research.
5. Sampling - definitions - theory - types of sampling.
6. Sample design.
7. Questionnaire design.
8. Errors in questions - question sequence.
9. Open-ended questions - closed-ended questions.
10. Pilot testing and information collection.
11. In-depth interviews and qualitative research.
12. Marketing Information Systems in tourism.
13. Preparation of a tourism market research report.

RECOMMENDED BIBLIOGRAPHY

- Veal, A. J. & Christou, E. (2021). Research Methodologies in Tourism. Nicosia, Cyprus: Broken Hill Publishers. ISBN 9789925588343.
- Siomkos, G. I. & Mavros, D. (2018). Marketing Research and Metrics. Nicosia, Cyprus: Broken Hill Publishers. ISBN 9789925563647.
- Samanta, E. (2019). Market Research Methods. Athens: Benou Publishing. ISBN 978-960-359-151-1.
- Christou, E. (2019). Tourism Market Research. Athens: Phaedimos Publishing. ISBN 978-618-5062-32-3.

RELEVANT SCIENTIFIC JOURNALS

- European Journal of Tourism Research (<https://ejtr.vumk.eu>)
- Annals of Tourism Research (<https://www.journals.elsevier.com/annals-of-tourism-research>)
- Journal of Marketing Research (<https://journals.sagepub.com/home/mrj>)
- International Journal of Research in Marketing (<https://www.journals.elsevier.com/international-journal-of-research-in-marketing>)

COURSE OUTLINE

COURSE CODE: 260515

SEMESTER: 5th

COURSE TITLE: English II

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): <http://ommt.ihu.gr/mathimata/eksamino5/>

LEARNING OUTCOMES

The course aims to teach English as it functions in professional settings, particularly in management, economics, commerce and tourism. It combines the study and critical, creative appraisal of various types of workplace texts with active student participation and discussion, group work and exercises designed to support a comprehensive understanding of communication in professional contexts. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise and identify the needs of each workplace environment and combine relevant knowledge in order to respond adequately to professional obligations.
2. Comprehension: Distinguish specialised professional terminology in English, generalise acquired knowledge and enrich professional vocabulary.

SKILLS

3. Application: Examine authentic situations in order to address issues arising in a range of professional fields, such as management, economics, commerce and tourism.
4. Analysis: Combine specialised scenario-based cases, written and listening exercises, role plays and discussions in order to strengthen their capacity to respond to business-world challenges and develop a strong professional identity.
5. Synthesis: Compose articles and letters of an apologetic or informational nature and construct appropriate arguments for specific workplace communication situations.

COMPETENCES

6. Evaluation: Use English business terminology confidently and evaluate problems effectively, becoming more creative, autonomous, productive and collaborative through improved language proficiency.

GENERAL COMPETENCES

- Independent work
- Decision-making
- Teamwork
- Working in an international environment
- Oral fluency and development of skills for independent study and self-directed learning
- Advanced command of English terminology
- Significant development of intellectual and transferable skills valuable for professional careers

COURSE CONTENT

1. Getting to know the students
2. Me, Myself and I: Vocabulary
3. Me, Myself and I: Speaking
4. Sports and Leisure: Vocabulary

COURSE CONTENT - CONTINUED

5. Sports and Leisure: Speaking
6. Urban and Rural Life: Vocabulary
7. Urban and Rural Life: Speaking
8. Fashion and Appearance: Vocabulary
9. Fashion and Appearance: Speaking
10. Travelling: Plans and Habits - Vocabulary
11. Travelling: Plans and Habits - Speaking
12. Writing
13. Review

RECOMMENDED BIBLIOGRAPHY

- Taylor, J. & Zeter, J. (2011). Business English. EU: Express Publishing.
- Catrin, M. (2016). Flash on English for Tourism. Cyprus: Deportivo Publishing Ltd.
- Dulay, H., Burt, M. & Krashen, S. (1982). Language Two. Oxford: Oxford University Press.
- Gass, S. & Selinker, L. (2008). Second Language Acquisition: An Introductory Course. New Jersey: Lawrence Erlbaum.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260516

SEMESTER: 5th

COURSE TITLE: Sustainable Tourism and Policy

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210517_Per_Aeiforos-tourismos-k-politikh.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Define the concept of sustainable development and its fundamental principles.
2. Comprehension: Distinguish how the principles of sustainable development apply to the tourism sector generally, to tourism-policy formulation and, more specifically, at the microeconomic level of the enterprise.

SKILLS

3. Application: Critically examine the attitudes and behaviour of tourism enterprises in relation to sustainable-tourism principles so as to support both a preventive approach and the encouragement of activities consistent with sustainability principles.
4. Analysis: Identify practical tools that tourism enterprises - particularly small and medium-sized enterprises - can and should use in pursuit of sustainable tourism.
5. Synthesis: Compare and evaluate case studies.

COMPETENCES

6. Evaluation: Create a model of a tourism enterprise based on sustainability.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas
- Respect for diversity and multiculturalism
- Respect for the natural environment

COURSE CONTENT

1. Introduction to sustainable tourism development: historical background.
2. Reflections on sustainable tourism development; Agenda 21 and tourism.
3. Issues concerning the relationship between sustainability and small and medium-sized tourism enterprises.
4. Sustainable development: concept and differing approaches; fundamental principles.
5. Carrying capacity; biodiversity; intergenerational equity; spatial responsibility.

COURSE CONTENT - CONTINUED

6. Participation; critical natural capital; holistic approach; precautionary principle.
7. Tourist behaviour and tourism trends: tourist typologies, "New Tourism" and the "New Tourist", forms of "New Tourism".
8. Sustainable tourism development: fundamental principles and interpretations of sustainable tourism.
9. Sustainable tourism and practical approaches; sustainable tourism and entrepreneurship.
10. Enterprise size and sustainability effects; sustainability and SMEs.
11. Sustainability certification systems in the tourism industry.
12. Sustainability and destination-development tourism policy.
13. Good sustainability practices from Greece and internationally.

RECOMMENDED BIBLIOGRAPHY

- Wood, M. E. (2017). Sustainable Tourism on a Finite Planet. Earthscan/Routledge.
- Lund-Durlacher, D. (ed.) (2013). International Cases in Sustainable Travel & Tourism. Goodfellow Publishers.
- Lipman, G., DeLacy, T., Vorster, S., Hawkins, R. & Jiang, M. (eds.) (2012). Green Growth and Travelism: Letters from Leaders. Goodfellow Publishers.
- Goodwin, H. (2011). Taking Responsibility for Tourism. Goodfellow Publishers.
- Graci, S. & Dodds, R. (2010). Sustainable Tourism in Island Destinations. Earthscan/Routledge.
- Swarbrooke, J. (2015). Sustainable Tourism Management. CABI International.
- Kilipiris, F. (2009). Sustainable Tourism Development: Empirical Approaches. Thessaloniki: Disigma.
- Middleton, V. (1998). Sustainable Tourism: A Marketing Perspective. Oxford: Butterworth-Heinemann.

RELEVANT SCIENTIFIC JOURNALS

- Annals of Tourism Research
- International Journal of Contemporary Hospitality Management
- Journal of Hospitality and Tourism Research
- Journal of Travel & Tourism Marketing
- Journal of Quality Assurance in Hospitality & Tourism
- Journal of Sustainable Tourism Management

COURSE OUTLINE

COURSE CODE: 260517

SEMESTER: 5th

COURSE TITLE: Tourism Market Research

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: 0

TOTAL: 4 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=281>

LEARNING OUTCOMES

This course aims to develop an understanding of the concept and content of tourism market research. It connects market research with tourism marketing and analyses the relationship between decision-making and the preparation of research designs. It also presents the usefulness of research and identifies the distinctive features of research in the tourism market. The concepts of quantitative and qualitative research are also analysed. Upon completion of the course, students will be able to:

KNOWLEDGE

- Understand the fundamental methodologies used in tourism market research.
- Describe types of research design and analyse the stages of the research process and types of research according to the origin of the data.
- Explain methods of primary-data collection and comparatively evaluate methods of communicating with respondents.

SKILLS

- Describe the limitations of tourism market research and identify organisations that conduct market research or use its findings.
- Analyse the concept of sampling in tourism market research and the principal sampling methodologies that may be used.
- Analyse probability theory and examine sampling frames.
- Distinguish alternative forms of sampling and their uses, and analyse methods for selecting a population and calculating sample size.

COMPETENCES

- Design questionnaires and construct open- and closed-ended questions.
- Explain interviewing techniques.
- Use fundamental qualitative-research techniques.
- Evaluate the philosophy and components of a Marketing Information System.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Teamwork and/or independent work
- Working in an interdisciplinary environment
- Generating new research ideas
- Project planning and management
- Demonstrating social, professional and ethical responsibility
- Exercising critical and self-critical judgement
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Introduction - definitions - classification of tourism market research.

COURSE CONTENT - CONTINUED

2. Tourism market research methodologies - types of research design - stages of research.
3. Secondary research - primary research.
4. Primary research - applications and limitations of tourism market research.
5. Sampling - definitions - theory - types of sampling.
6. Sample design.
7. Questionnaire design.
8. Errors in questions - question sequence.
9. Open-ended questions - closed-ended questions.
10. Pilot testing and information collection.
11. In-depth interviews and qualitative research.
12. Marketing Information Systems in tourism.
13. Preparation of a tourism market research report.

RECOMMENDED BIBLIOGRAPHY

- Veal, A. J. & Christou, E. (2021). Research Methodologies in Tourism. Nicosia, Cyprus: Broken Hill Publishers. ISBN 9789925588343.
- Siomkos, G. I. & Mavros, D. (2018). Marketing Research and Metrics. Nicosia, Cyprus: Broken Hill Publishers. ISBN 9789925563647.
- Samanta, E. (2019). Market Research Methods. Athens: Benou Publishing. ISBN 978-960-359-151-1.
- Christou, E. (2019). Tourism Market Research. Athens: Phaedimos Publishing. ISBN 978-618-5062-32-3.

RELEVANT SCIENTIFIC JOURNALS

- European Journal of Tourism Research (<https://ejtr.vumk.eu>)
- Annals of Tourism Research (<https://www.journals.elsevier.com/annals-of-tourism-research>)
- Journal of Marketing Research (<https://journals.sagepub.com/home/mrj>)
- International Journal of Research in Marketing (<https://www.journals.elsevier.com/international-journal-of-research-in-marketing>)

COURSE OUTLINE

COURSE CODE: 260519

SEMESTER: 5th

COURSE TITLE: Food and Beverage Operations and Management

INDEPENDENT TEACHING ACTIVITIES

Lectures: 1 weekly teaching hour

Practical Exercises: 2 weekly teaching hours

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210519_Per_Leitourgies-k-dioikhsh-episitismou.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe and define the operation and management of food-service enterprises and catering operations.
2. Comprehension: Distinguish the fundamental principles of personnel management in food-service operations.

SKILLS

3. Application: Examine the application of organisational structures used in food-and-beverage departments of hotels, catering establishments and cruise ships.
4. Analysis: Design and compile price lists through menu development.
5. Synthesis: Classify restaurants and explain differences between independent restaurants and franchise chains.

COMPETENCES

6. Evaluation: Evaluate and compare medium- and long-term objectives for the sound and sustainable profitability of a food-service enterprise, and evaluate competing food-service providers.

GENERAL COMPETENCES

Upon successful completion, students will be able to undertake:

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas

COURSE CONTENT

The course aims to enable students to:

1. Understand mass-catering facilities, determine ways of organising a mass-catering enterprise, and understand the composition, qualifications and duties of kitchen staff.
2. Understand fundamental cooking methods.
3. Understand basic special diets for specific population groups, such as people with diabetes and children.
4. Identify opportunities to save time, energy, human resources and raw materials, make corresponding decisions, and establish quality specifications for a food-service enterprise.
5. Determine the techniques for a standard preparation/recipe and estimate its cost.

COURSE CONTENT - CONTINUED

6. The mass-catering enterprise: design, establishment and operation of a food-service business.
7. Restaurant organisation, equipment and staffing.
8. Special meals; menu-composition protocol and eating habits across countries; basic food-production techniques; nouvelle cuisine, molecular cuisine and gastronomy; fundamental rules of menu composition (a la carte, table d'hôte).
9. Restaurant sales.
10. Principles of hygiene.
11. Operation of food-service establishments subject to health regulations; control and costing; familiarisation with Greek products and recipes; serving methods.
12. Employee remuneration; creation and application of standard recipes; ISO quality systems.
13. Sales promotion and marketing communications.

RECOMMENDED BIBLIOGRAPHY

- Metz, R., Gruner & Parikou, M. (2013). The Profession of Cook - Professional Cookery. Athens.
- Arvanitis, K. (2016). Restaurant: Management and Organisation of Food-Service Enterprises. Athens: Propompos.
- Protopapadakis, I. (2005). Restaurant Marketing. Athens: Stamoulis Publishing.
- Tzorakoleftherakis, Z. (1999). Management of Food-Service Enterprises. Athens: Interbooks.
- Salesiotis, M. (2007). Menu Planning. Athens: Interbooks.
- Arvanitis & Kotsimanis (2007). Professional Kitchen. Athens: Propompos.
- Unwin, T. (2003). Wine & Vine. Athens: Ion Publishing.
- Lundberg, D. (1997). Hotel and Food-Service Enterprises. Athens: Ellin Publishing.
- Kessler (1998). The Art of the Professional Bartender. Athens: ETE Publishing.
- Varnam & Sutherland (2006). Beverages. Ion Publishing.
- Reich, A. (2001). Restaurant & Bar Management. Athens: Ellin Publishing.
- Maras, A. (2006). Food & Beverage Management. Athens: Interbooks.
- Protopapadakis, I. (2008). Customer Complaints. Athens: Stamoulis Publishing.
- Foskett, D. (2021). The Theory of Hospitality and Catering. USA: Hodder Education.
- Adria, F. & McGee, H. (2009). Modern Gastronomy A to Z: A Scientific and Gastronomic Lexicon. England: CRC Press.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260520

SEMESTER: 5th

COURSE TITLE: Airport Organisation and Operations

INDEPENDENT TEACHING ACTIVITIES

Lectures: 1 weekly teaching hour

Practical Exercises: 2 weekly teaching hours

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210522_Per_Dioikhsh-k-leitoyrgia-aerodromiwn.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe and define airport organisation and operations.
2. Comprehension: Understand safe passenger movement through organised procedures.

SKILLS

3. Application: Classify different aircraft types and relate them to passenger-service requirements.
4. Analysis: Plan and direct passenger flows according to the flight indicated on each passenger's ticket.
5. Synthesis: Organise passengers of different airlines and nationalities through specified passenger-service procedures and rules.

COMPETENCES

6. Evaluation: Evaluate and compare case studies.

GENERAL COMPETENCES

Upon successful completion, students will be able to develop competences in:

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas

COURSE CONTENT

1. Airport terminals and transit areas.
2. Aircraft types.
3. Aircraft configuration.

4. MCT - ETA - ETD.

5. Check-in procedures.
6. Baggage control.
7. OSI - SSR: special-service requests.
8. Travel documents and procedures.
9. Travel Information Manual (TIM).
10. Aircraft Movement Area.
11. Global time zones.
12. Airport abbreviations.
13. Lost and Found Department.

RECOMMENDED BIBLIOGRAPHY

- Aiken, R. L. (1997). Questionnaires and Inventories. New York: John Wiley & Sons.
- Alamdari, F. (2002). Regional development in airlines and travel agents relationship. *Journal of Air Transport Management*, 8, 339-348.
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<https://www.iata.org/en/publications/store/world-air-transport-statistics/> (source notes visit date 29/09/2020).
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- Gee, C., Makens, J. & Choy, D. (1989). The Travel Industry. Kentucky: Van Nostrand.
- Iatrou, K. & Alamdari, F. (2005). The empirical analysis of the impact of alliances on airline operations. *Journal of Air Transport Management*, 11, 127-134.
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- Johnson, M. (1998). Customer Orientation and Market Action. New Jersey: Prentice Hall.
- IATA Course Textbook (2019). Selling Airline Reservations and Travel. IATA.
- Kotler, P. (2000). Marketing Management. Athens: Interbooks.
- Wells, A. (1997). Air Transportation Industry. Athens: Ellin.
- Werthner, H. & Klein, S. (1999). Information Technology and Tourism: A Challenging Relationship. *Annals of Tourism Research*, 29(2), 567-568.
- Williams, G. (2002). Airline Competition: Deregulation's Mixed Legacy. Aldershot: Ashgate.
- Worsfold, P. (1999). HRM, Performance, Commitment and Service Quality at the Hotel Industry. *International Journal of Contemporary Hospitality*, 11(7), 340-348.
- Zea, M. & Feldman, D. (1998). Going Global: The Risks and Rewards of Airline Alliance-Based Network Strategies. In *The Handbook of Airline Economics*. New York: McGraw-Hill.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260521

SEMESTER: 5th

COURSE TITLE: English II

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): <http://ommt.ihu.gr/mathimata/eksamino5/>

LEARNING OUTCOMES

The course aims to teach English as it functions in professional settings, particularly in management, economics, commerce and tourism. It combines the study and critical, creative appraisal of various types of workplace texts with active student participation and discussion, group work and exercises designed to support a comprehensive understanding of communication in professional contexts. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise and identify the needs of each workplace environment and combine relevant knowledge in order to respond adequately to professional obligations.
2. Comprehension: Distinguish specialised professional terminology in English, generalise acquired knowledge and enrich professional vocabulary.

SKILLS

3. Application: Examine authentic situations in order to address issues arising in a range of professional fields, such as management, economics, commerce and tourism.
4. Analysis: Combine specialised scenario-based cases, written and listening exercises, role plays and discussions in order to strengthen their capacity to respond to business-world challenges and develop a strong professional identity.
5. Synthesis: Compose articles and letters of an apologetic or informational nature and construct appropriate arguments for specific workplace communication situations.

COMPETENCES

6. Evaluation: Use English business terminology confidently and evaluate problems effectively, becoming more creative, autonomous, productive and collaborative through improved language proficiency.

GENERAL COMPETENCES

- Independent work
- Decision-making
- Teamwork
- Working in an international environment
- Oral fluency and development of skills for independent study and self-directed learning
- Advanced command of English terminology
- Significant development of intellectual and transferable skills valuable for professional careers

COURSE CONTENT

1. Getting to know the students
2. Me, Myself and I: Vocabulary
3. Me, Myself and I: Speaking
4. Sports and Leisure: Vocabulary

COURSE CONTENT - CONTINUED

5. Sports and Leisure: Speaking
6. Urban and Rural Life: Vocabulary
7. Urban and Rural Life: Speaking
8. Fashion and Appearance: Vocabulary
9. Fashion and Appearance: Speaking
10. Travelling: Plans and Habits - Vocabulary
11. Travelling: Plans and Habits - Speaking
12. Writing
13. Review

SCHOOL: School of Economics and Administration

DEPARTMENT: Department of Organisation Management, Marketing and Tourism

LEVEL OF STUDIES: Undergraduate

COURSE CODE: 260523

SEMESTER: 6th

COURSE TITLE: Language Tourism

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Track Elective (Specialised Background Course)

PREREQUISITE COURSES: No

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and/or English

COURSE WEBSITE (URL): <https://www.ommt.ihu.gr>

1. LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Understand the concept and significance of language tourism as a specialised form of alternative tourism and its dynamics as a socioeconomic and educational phenomenon through study of its historical evolution, contemporary reality and future prospects.
- Acquire knowledge of the fundamental concepts and definitions of language tourism and distinguish its different categories and subcategories (language learners, educational tourism, heritage-language tourism, diaspora tourism, etc.).
- Clearly identify the psychological, educational, cultural, social and geographical factors motivating language tourists and shaping language-tourism flows at international and national levels.
- Recognise and assess the economic, social, cultural and educational impacts of language tourism at local, regional, national and international levels, with particular reference to the contribution of the Greek language as a tourism resource.

LEARNING OUTCOMES - CONTINUED

- Identify the outcomes of language tourism for the tourist-language learner (learning experience, intercultural communication and broadening of horizons), as well as for tourism-supply stakeholders (language centres, schools, universities and local communities).
- Describe the role, function, objectives and strategies of the communication and promotional mix for language-tourism programmes and destinations, and the importance of linguistic differentiation and multilingualism in tourism communication.
- Develop practices and strategies for the design, organisation and management of language-learning tourism experiences and programmes, with emphasis on quality, authenticity and sustainability.

GENERAL COMPETENCES

The course contributes to the following general competences:

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Teamwork
- Working in an interdisciplinary environment
- Generating new research ideas
- Project planning and management
- Demonstrating social, professional and ethical responsibility
- Exercising critical and self-critical judgement
- Promoting free, creative and inductive thinking

2. COURSE CONTENT

- Definition and conceptual framework of language tourism; the language tourist and associated motivations; historical overview from the Grand Tour to contemporary forms of language travel; language learning as a motive for mobility through the centuries.
- The Greek language as a tourism resource: foreign travellers, Philhellenes and the search for classical education.
- Educational mobility as a precursor to language tourism; developments in the 20th and 21st centuries: growth of the global language-learning market and consolidation of language tourism.
- Forms of language tourism: individual and group programmes, short- and long-term, intensive and non-intensive; language-immersion programmes, summer language schools, student exchanges (Erasmus and similar programmes), heritage-language tourism and diaspora tourism.
- Demand for language tourism: concepts, definitions and indicators; profiles and motivations of language tourists; determinants of demand (demographic, economic, educational and psychographic); methods for measuring language-tourism demand.
- Supply of language tourism: market institutions and actors; language centres and schools, universities and summer programmes, national and private certification organisations (e.g. Onassis Foundation, Centre for the Greek Language, Cambridge, Goethe-Institut, Instituto Cervantes, Alliance Française), specialised tour operators/travel agencies, language-travel and accommodation providers.

COURSE CONTENT - CONTINUED

- Accommodation forms including homestays, boarding facilities and other lodging, and local communities as providers of authentic language experiences.

TEACHING AND LEARNING METHODS - ASSESSMENT

MODE OF DELIVERY: Face-to-face lectures, either live in a classroom or by videoconference.

USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES: ICT is used in teaching.

TEACHING ORGANISATION / SEMESTER WORKLOAD

- Lectures: 39 hours
- Laboratory exercises: 10 hours
- Literature study and analysis: 36 hours
- Project: 20 hours
- Written assignment: 20 hours

TOTAL COURSE WORKLOAD: 125 hours

STUDENT ASSESSMENT

Assessment is specified as follows:

A. Written Final Examination: 70%

B. Individual/Group Assignment: 30%

RECOMMENDED BIBLIOGRAPHY

- Siaparos, A. (2014). "Language Tourism: A Form of Alternative Tourism." Studies in the Greek Language. [Analysis of its prospects in Greece.]
- Lytras, P. (2001). Tourism Sociology. Propompos Publishing. [Provides the sociological framework for alternative forms of tourism.]
- Ministry of Education & Religious Affairs (2023). Cultural Tourism - Alternative Forms of Tourism. Hellenic Research Centre (EKDD) - tourism-policy formulation processes.

RECOMMENDED BIBLIOGRAPHY - CONTINUED

- Byram, M. (2008). From Foreign Language Education to Education for Intercultural Citizenship.
- King, C. & White, L. (2011). Language Travel and Education: A Social and Cultural Study.
- Banya, R. (2015). Language Tourism and Its Impact on Host Communities.

COURSE OUTLINE

COURSE CODE: 260524

SEMESTER: 5th

COURSE TITLE: Ground Handling Services Management

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Identify the principal roles within Ground Handling Services.
2. Comprehension: Distinguish the various Ground Handling departments.

SKILLS

3. Application: Classify the role and mission of Ground Handling Services at an airport.
4. Analysis: Conduct customer segmentation for Ground Handling companies and acquire knowledge of HCAA, IATA and ICAO regulations applicable to Ground Handling Services.
5. Synthesis: Organise and integrate Ground Handling personnel management.

COMPETENCES

6. Evaluation: Support Ground Handling fleet management and compare shared functions of Ground Handling companies and airport authorities.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas
- Project planning and management
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Demonstrating social, professional and ethical responsibility and sensitivity to gender issues
- Exercising critical and self-critical judgement
- Promoting free, creative and inductive thinking
- Interest in the air-transport sector

COURSE CONTENT

1. Departments and staff positions in Ground Handling companies.
2. Functions of Ground Handling companies and airports.
3. Technologies and systems in Ground Handling Services.
4. Fleet and personnel management.
5. Customer segmentation for Ground Handling companies.
6. HCAA, IATA and ICAO regulations in Ground Handling Services.

COURSE CONTENT - CONTINUED

7. Ground Handling Services and cargo management.
8. Future trends in Ground Handling Services.
9. Airport organisation.
10. Airport-department operations.
11. Travel-document control department.
12. CLOSE UP department operations.
13. Ramp organisation.

RECOMMENDED BIBLIOGRAPHY

- Bevilacqua, M., Ciarapica, F., Mazzuto, G. & Paciarotti, C. (2014). The impact of business growth in the operation activities: a case study of aircraft ground handling operations. *Production Planning & Control*, 26(7), 564-587.
- Marintseva, K., Yun, G. & Kachur, S. (2015). Resource allocation improvement in the tasks of airport ground handling operations. *Aviation*, 19(1), 7-13.
- Garcia Ansola, P., Garcia Higuera, A., Otamendi, F. & de las Morenas, J. (2014). Agent-Based Distributed Control for Improving Complex Resource Scheduling: Application to Airport Ground Handling Operations. *IEEE Systems Journal*, 8(4), 1145-1157.
- Andreatta, G., Capanna, L., De Giovanni, L., Monaci, M. & Righi, L. (2013). Efficiency and Robustness in a Support Platform for Intelligent Airport Ground Handling. *Journal of Intelligent Transportation Systems*, 18(1), 121-130.
- Alonso Tabares, D. & Mora-Camino, F. (2017). Aircraft Ground Handling: Analysis for Automation. 17th AIAA Aviation Technology, Integration, and Operations Conference.
- Fitouri-Trabelsi, S., Cosenza, C. & Mora-Camino, F. (2013). Ground Handling Management at Airports with Fuzzy Information. *IFAC Proceedings Volumes*, 46(24), 373-378.
- Shen, Peng & Tu (2019). Multi-Criteria Decision-Making Techniques for Solving the Airport Ground Handling Service Equipment Vendor Selection Problem. *Sustainability*, 11(12), 3466.
- Schmidberger, S., Bals, L., Hartmann, E. & Jahns, C. (2009). Ground handling services at European hub airports: Development of a performance measurement system for benchmarking. *International Journal of Production Economics*, 117(1), 104-116.
- Studic, M., Majumdar, A., Schuster, W. & Ochieng, W. (2017). A systemic modelling of ground handling services using the functional resonance analysis method. *Transportation Research Part C: Emerging Technologies*, 74, 245-260.
- Soames, T. (1997). Ground handling liberalization. *Journal of Air Transport Management*, 3(2), 83-94.

RELEVANT SCIENTIFIC JOURNALS

European Journal of Operational Research; Journal of Revenue and Pricing Management; Journal of Air Transport Studies; Transportation Research Part A; Transportation Research Part B; Research in Transportation Economics; Journal of Air Transport Management; Journal of Transport Economics and Policy; Research in Transportation Business & Management; Economics of Transportation.

COURSE OUTLINE

COURSE CODE: 260525

SEMESTER: 5th

COURSE TITLE: Tourism Management of Marine Protected Areas

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Skills Development

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek, English and French

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210526_Per_Touristikh-diaxeirish-thalassiw-prostateyomenwn-perioxwn.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Define the boundaries and typology of protected areas and identify individual cases on the basis of integrated knowledge of ecology and management.
2. Comprehension: Distinguish the particular characteristics of marine ecosystems and determine appropriate tourism-development methods for sustainable management.

SKILLS

3. Application: Classify data, calculate requirements, and examine action plans for the rational tourism use of Marine Protected Areas (MPAs).
4. Analysis: Collect and integrate data from the international literature and develop and adapt them in case studies concerning areas comparable to the student's own context.
5. Synthesis: Explain the pressures affecting MPAs and organise tourism-management plans, potentially revising existing conditions and practices.

COMPETENCES

6. Evaluation: Evaluate how integrated knowledge can be used to measure and quantify data and draw conclusions.

GENERAL COMPETENCES

- Respect for diversity and multiculturalism
- Respect for the natural environment
- Independent work
- Teamwork
- Demonstrating social, professional and ethical responsibility and sensitivity to gender issues
- Exercising critical and self-critical judgement
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Introductory concepts in ecology and the marine environment.
2. International and national legislative frameworks for defining Marine Protected Areas.
3. Typology of Marine Protected Areas.
4. Marine organisms as a tourism product.
5. Marine Protected Areas and local populations.
6. Economic development of Marine Protected Areas.
7. Tourism activities in Marine Protected Areas.
8. Calculation of pressures on aquatic ecosystems.
9. Forms of pollution in marine ecosystems and degradation of the tourism product.
10. National marine parks in Greece: case studies of Zakynthos and the Sporades.
11. Citizen science and tourism: applications in the marine environment.

COURSE CONTENT - CONTINUED

- 12. Volunteer tourism and the marine environment.
- 13. Quantification of the economic impacts of Marine Protected Areas.

RECOMMENDED BIBLIOGRAPHY

- Humphreys, J. & Clark, R. (eds.) (2019). Marine Protected Areas. Elsevier. Paperback ISBN 9780081026984, 828 pp.
- Alger, J. (2021). Conserving the Oceans: The Politics of Large Marine Protected Areas. Oxford University Press. ISBN 978-0197540534, 248 pp.
- Bakiu, R. (2016). Marine Protected Areas in the Mediterranean Sea. GRIN Verlag. ISBN 3668303428.
- Kokkosis, H. & Tsartas, P. (2019). Sustainable Tourism Development and the Environment. Kritiki Publishing. ISBN 978-960-586-251-0.
- Sankar, A. & Mouzakitis, I. (ed.) (2021). Environmental Management. A. Tziola & Sons S.A. ISBN 978-960-418-854-3.

RELEVANT SCIENTIFIC JOURNALS

- ICES Journal of Marine Science
- Conservation Biology
- Ocean and Coastal Management
- Journal of Coastal Research
- Journal of Sustainable Tourism
- Global Ecology and Conservation

14.6 6th Semester Courses

COURSE OUTLINE

COURSE CODE: 260601

SEMESTER: 6th

COURSE TITLE: Quantitative Methods for Research Data Analysis

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210601_Per_Posotikes-methodoi-analyshe-stoixeion-ereynas.pdf

LEARNING OUTCOMES

The purpose of the course is to examine the concept and dimensions of measurement in marketing research, as well as fundamental statistical techniques for analysing research data. It also aims to apply statistical techniques to the analysis of marketing-research data using an appropriate statistical software package and to develop the interpretation of results.

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise types of variables and different types of measurement scales.
2. Comprehension: Distinguish appropriate measures for measuring variables and characteristics of human behaviour.

SKILLS

3. Application: Calculate and identify cause-and-effect relationships in consumer behaviour.
4. Analysis: Combine data as factors within models leading to specific behaviours.
5. Synthesis: Synthesize and model relationships and identify the models that describe them.

COMPETENCES

6. Evaluation: Compare and evaluate behavioural models.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas

COURSE CONTENT

1. Analysis of methods for measuring opinions, attitudes, behaviours and other categories of variables in a population under study.

COURSE CONTENT - CONTINUED

2. Analysis of an initial market-research problem into its significant components and specification of the general and specific objectives of the problem.
3. Selection of appropriate techniques for analysing marketing-research data.
4. Interpretation of results arising from statistical analysis of market-research data.
5. Inferential-statistics techniques.
6. Study of the hypothesis-testing process.
7. Data entry into data-processing software.
8. Descriptive statistics using software and interpretation of results.
9. Non-parametric statistical association tests.
10. Regression analysis of variables.
11. Multivariate problems.
12. Factor analysis.
13. Integrated example.

RECOMMENDED BIBLIOGRAPHY

- Chalikias, M. (2022). Quantitative Analysis and Elements of Decision Theory in Management and Economics Using EXCEL, ISALOS and SPSS Software. Eudoxus Book Code 102073198, 1st ed., ISBN 9789925563197. Broken Hill Publishers Ltd.
- Dimitriadis, E. (2012). Business Statistics with Applications in SPSS and LISREL. Eudoxus Book Code 22717289, 1st ed., ISBN 978-960-218-780-7. Kritiki Publishing.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260602

SEMESTER: 6th

COURSE TITLE: Strategic Management

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialisation / General Knowledge

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Develop analytical and critical-thinking skills relating to theories and approaches of strategic management and integrate sound knowledge of different strategic-management models and tools.
2. Comprehension: Distinguish an organisation's mission, purposes and objectives and assess the key factors underlying organisational success.

SKILLS

3. Application: Examine and evaluate organisational resources and capabilities, core competencies and dynamic capabilities, and distinguish between categories of business resources.
4. Analysis: Understand and evaluate competitive forces in the market and different types of competitive advantage.
5. Synthesis: Create and integrate value through cost-leadership and differentiation strategies.

COMPETENCES

6. Evaluation: Compare and evaluate the importance of creativity and innovation to strategic success.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information on markets and prevailing conditions using appropriate methodology and technologies
- Adapting to new situations
- Decision-making
- Working in an international environment
- Project planning and management
- Exercising critical and self-critical judgement
- Working in an interdisciplinary environment
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Demonstrating social, professional and ethical responsibility and sensitivity to gender issues
- Promoting free, creative and inductive thinking

COURSE CONTENT

The Strategic Management course focuses on the theory and practice of business strategy, presenting a theoretical framework through which students can recognise and respond to contemporary strategic challenges facing enterprises. It introduces fundamental concepts and terminology required to understand strategy and the methodology and tools of strategic analysis.

COURSE CONTENT - CONTINUED

The course then examines how an enterprise can position itself more effectively in relation to competitors and market forces, and how it can create distinctive capabilities required to achieve competitive advantage and maintain or improve its market position. Finally, it considers how strategic choices can be integrated with the enterprise's day-to-day activities in order to create an organisation capable of adapting to challenges and developing profitable business models.

Weekly topics:

Week 1: Introduction to Strategic Management and strategic decision-making aimed at achieving competitive advantage.

Week 2: Analysis of the external environment to identify opportunities and threats.

Week 3: Analysis of the internal environment; introduction to the Resource-Based View.

Week 4: Achieving and sustaining competitive advantage through generic functional-level strategies.

Week 5: Strategic Business Unit strategy; introduction to the Competitive Positioning school (Harvard).

Week 6: Business strategy and industry environment; innovation and business-model innovation; industry life cycle.

Week 7: Strategy and technology; business formats/models.

Week 8: Strategy in the global business environment.

Week 9: Corporate-group strategy; horizontal and vertical integration; outsourcing.

Week 10: Related and unrelated diversification and entry into new industries.

Week 11: Corporate governance, social responsibility and ethics.

Week 12: Strategy implementation through organisation; organisational architecture, structure and culture.

Week 13: Course review and fundamental concepts.

RECOMMENDED BIBLIOGRAPHY

- Hill, C. W. L., Schilling, M. A. & Jones, G. R. (2018). Strategic Management: An Integrated Approach - Theory and Case Studies, 1st ed. Broken Hill Publishers.
- Sarmaniotis, C. (2021). Strategic Management, 1st ed. Markou & Co.

RELEVANT SCIENTIFIC JOURNALS

- Strategic Management Journal
- Academy of Management Review
- Long Range Planning
- Harvard Business Review
- MIT Sloan Management Review
- Journal of Business Strategy

COURSE OUTLINE

COURSE CODE: 260603

SEMESTER: 6th

COURSE TITLE: Industrial Marketing (B2B Marketing)

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210603_Per_Biomhxaniko-mkt.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Understand the fundamental principles, decisions, tools and terminology of Industrial/B2B Marketing and the principal characteristics of industrial markets.
2. Comprehension: Recognise differences between consumer and industrial markets and the distinctive features of marketing strategy in industrial markets.

SKILLS

3. Application: Use concepts of procurement management, competitive tendering and relationship marketing.
4. Analysis: Analyse B2B marketing problems and undertake corresponding decision-making.
5. Synthesis: Develop an integrated understanding of marketing decisions as a business function.

COMPETENCES

6. Evaluation: Develop experience in the creative and systematic use of marketing principles, methods and strategies in planning and evaluation.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information on markets and prevailing conditions using appropriate methodology and technologies
- Adapting to new situations
- Decision-making
- Working in an international environment
- Project planning and management
- Exercising critical and self-critical judgement
- Promoting free, creative and inductive thinking

COURSE CONTENT

The importance of industrial and business-to-business transactions to the economy, together with the distinctive characteristics of these markets, has led to the development of Industrial Marketing as a separate field of marketing. The course develops understanding of the fundamental characteristics of B2B markets and the major differences between B2B marketing and consumer-product marketing. Technological development has also enabled techniques originating in industrial marketing to be applied to many consumer products. The study and development of industrial marketing contributed to relationship marketing and has particular significance in areas such as sales management, logistics, new-product development and innovation.

1. Conceptual definition of Industrial Marketing.
2. Analysis of the purchasing behaviour of industrial buyers.

COURSE CONTENT - CONTINUED

3. Relationship management in industrial markets.
4. Analysis of demand and opportunities in industrial markets; B2B market research.
5. Segmentation and positioning in industrial markets.
6. E-commerce and marketing in B2B markets.
7. Strategic planning in B2B marketing.
8. Product management in B2B markets.
9. Pricing in B2B markets.
10. Distribution-channel and supply-chain management in B2B markets.
11. Communication and promotion in B2B markets.
12. Services marketing in B2B markets.
13. Course review.

RECOMMENDED BIBLIOGRAPHY

- Siomkos, G., Tsiamis, I. & Fotiadis, T. High-Tech and Industrial Marketing. Broken Hill Publishers.
- Avlonitis, G., Dimitriadis, S. & Idounas, K. Strategic Industrial (B2B) Marketing. Rosili Publishing.

RELEVANT SCIENTIFIC JOURNALS

- Industrial Marketing Management
- Journal of Business & Industrial Marketing
- European Journal of Marketing

COURSE OUTLINE

COURSE CODE: 260604

SEMESTER: 6th

COURSE TITLE: Planning and Organising Advertising Campaigns

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes (source also gives the English title "Planning and Organising in Advertising Campaigns")

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

The course introduces the fundamental terminology of advertising planning and organisation and emphasises the overall contribution of advertising to Marketing through product communication and promotion and the management of consumer markets. It is intended for students approaching the final stage of their studies in the Department's academic field.

The course explains the functions of and relationship between advertising planning and advertising organisation, clearly distinguishing these two concepts and defining their respective domains. It enables students to acquire fundamental skills in advertising creativity, decision-making for appropriate and ethical advertising, and advisory practice through advertising tactics and rules across business categories. Students also acquire knowledge through applications and real case studies of enterprises and specialised products.

Upon successful completion of the course, students will be able to:

KNOWLEDGE

1. Recognise and identify categories of advertising; plan advertisements; describe fundamental advertising/communication functions; recognise types of advertising and principal consumer types for each target market; understand the terms and objectives of effective creative advertising; identify all stages and departments involved in producing advertising across copy, television, radio and social media; adopt communication methods; and identify advertising benefits and communication errors.
2. Distinguish differences among advertising forms; understand the importance of effective advertising in creative and design terms; explain and assess advertising categories; identify fundamental elements in the creation of targeted advertising; and understand advertising services and their basic structure in a market.

SKILLS

3. Application: Explore the practical application of effective advertising and communication, including Political Marketing, in targeted consumer markets.
4. Analysis: Identify target audiences and markets, analyse them through advertising and marketing communication, and implement selected advertising activities.
5. Synthesis: Integrate the levels and components of advertising and advertising planning within an enterprise and respond to their differences according to market conditions and data.

COMPETENCES

6. Evaluation: Evaluate fundamental characteristics of market systems, the benefits of prior creative decisions through case studies, and the operation of enterprises in advertising and communication.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment

COURSE CONTENT - THEORY

1. Advertising-campaign strategy.
2. Key factors in media selection I and II.
4. Advertising objectives.
5. Media-selection planning; Internet advertising; determination of the advertising budget.
6. Advertising strategy.
7. Integrated Marketing Communication strategy.
8. Planning and organisation of an advertising campaign.
9. The role of Integrated Marketing Communications in the marketing process.
10. Organisation for advertising and promotion; aspects of consumer behaviour.
12. Monitoring and analysis of worldwide advertising-planning case studies.
13. The communication process; source, message and channel factors.
14. Media planning and strategy; direct marketing; support media.

[Numbering retained from the source document.]

RECOMMENDED BIBLIOGRAPHY

- Belch & Belch. Advertising & Promotion - Integrated Marketing Communications, 10th ed. Tziola Publishing.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260605

SEMESTER: 6th

COURSE TITLE: Strategic Marketing

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 2 weekly teaching hours

Laboratory Exercises: 0

TOTAL: 4 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210605_Per_Strathgikh-mkt.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the concepts of strategic planning and programming.
2. Comprehension: Distinguish the role of planning within the marketing subsystem of a business or organisation.

SKILLS

3. Application: Examine developments in the internal and external marketing environment.
4. Analysis: Design new marketing strategies for a real business unit of their choice.
5. Synthesis: Combine real market data with the current situation of the selected enterprise.

COMPETENCES

6. Evaluation: Evaluate the results of marketing strategies implemented in the past and, in conjunction with developments in the external business environment, propose new strategies and tactics.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Teamwork
- Project management
- Exercising critical and self-critical judgement
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Strategic marketing planning and programming.
2. Analytical tools: Marketing Audit.
3. Analytical tools: SWOT Analysis.
4. Content and sections of a marketing plan (Kotler model).
5. Current-situation analysis: internal and external marketing environment.
6. Objectives, marketing strategy and marketing tactics.
7. Marketing strategies.
8. Marketing tactics.
9. Budgeting and control.
10. Content and sections of a marketing plan (Buell model).
11. Cross-functional control - strengths/weaknesses evaluation sheet.
12. Review of the theoretical component and examination guidance.

COURSE CONTENT - CONTINUED

13. Evaluation and discussion of student marketing plans.

RECOMMENDED BIBLIOGRAPHY

- Tilikidou, E. (2020). Marketing Strategy - Notes. TEI Thessaloniki Publishing.
- Siomkos, G. (2018). Strategic Marketing. Broken Hill Publishers.
- Avlonitis, G. I. & Papastathopoulou, P. (2010). Marketing Plans: How to Design Effective Marketing Programmes. Athens: Stamoulis Publishing.
- Kotler, P. (2000). Marketing Management: Analysis, Planning, Implementation, Millennium ed. Englewood Cliffs, NJ: Prentice Hall.
- Kotler, P. & Keller, K. L. (2006). Marketing Management, 12th ed. Upper Saddle River, NJ: Pearson Prentice Hall, p. 59.
- Buell, V. (1984). Marketing Management: A Strategic Planning Approach. London: McGraw-Hill.
- Wilson, R. M. & Gilligan, C. (2005). Strategic Marketing Management. Elsevier Butterworth-Heinemann.
- Lehmann, D. & Winer, R. (2007). Analysis for Marketing Planning, 7th ed. McGraw-Hill.
- Miller, A. (1998). Strategic Management, 3rd ed. McGraw-Hill.
- Cohen, W. (2006). The Marketing Plan, 5th ed. John Wiley & Sons.

RELEVANT SCIENTIFIC JOURNALS

- Journal of Marketing
- Journal of Marketing Management

COURSE OUTLINE

COURSE CODE: 260606

SEMESTER: 6th

COURSE TITLE: Political Marketing

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

The course introduces the fundamental terminology of Political Marketing through communication and advertising and through the management of individuals and organisations at the interface between political science and marketing. It explains the relationship between politics and marketing, distinguishes the two fields, and defines their respective scope. Students acquire fundamental skills in communication for political advertising, decision-making and advisory practice through political-marketing tactics and rules applicable to different categories of voters. The course also uses real case studies of individuals and organisations connected with political science and examines the advantages offered by marketing advisers in political communication and advertising.

Upon successful completion of the course, students will be able to:

KNOWLEDGE

1. Recognise and identify categories of political advertising; design political campaigns; describe fundamental functions of political communication; recognise types of political advertising and principal voter segments in each electoral "market"; understand the terms and objectives of effective political advertising and the integration of marketing with politics; understand the stages of creating a political advertisement; adopt communication methods; and identify communication benefits and errors.
2. Distinguish voter groups by age, region, perceptions and other characteristics; understand the importance of effective political advertising and Political Marketing; explain and assess voter categories; identify fundamental elements of political-advertising systems; and understand political-advertising services and the basic structure of Political Marketing.

SKILLS

3. Application: Explore the practical application of effective political advertising and communication and their functions in targeted voter markets.
4. Analysis: Identify the target audience and market and analyse and engage with it through advertising and communication in Political Marketing.
5. Synthesis: Integrate the levels and components of political advertising and Political Marketing for an organisation or political candidate and adapt them to differences in electoral markets, elections and regions.

COMPETENCES

6. Evaluation: Evaluate fundamental characteristics of electoral systems, the advantages of lessons from previous elections through case studies of parties and candidates, and the communication performance of parties and candidates from the perspective of Political Marketing advertising and communication consultancy.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas

COURSE CONTENT - THEORY

1. The political market and the emergence of the political consumer.
2. What is Political Marketing?
3. Political Marketing strategy.
4. Understanding the market.
5. Product development and brand formation.
6. Internal marketing: marketing to volunteers and the political party.
7. Marketing communication and election campaigns.
8. Marketing during the period of government.
9. Transfer of global knowledge.
10. Political Marketing and democracy.
11. Monitoring and analysis of political advertising in Greece.
12. Monitoring and analysis of political-advertising case studies worldwide.
13. Body language in communication.
14. Review of semester topics.

RECOMMENDED BIBLIOGRAPHY

- Lees-Marshment, J. Political Marketing: Principles and Applications. University Studio Press. ISBN 978-960-12-2144-1.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260607

SEMESTER: 6th

COURSE TITLE: Event Marketing

INDEPENDENT TEACHING ACTIVITIES

Lectures: 1 weekly teaching hour

Practical Exercises: 2 weekly teaching hours

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Track Elective

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Become familiar with the concepts of event management and event planning.
2. Comprehension: Understand and demonstrate the contribution of events to tourism development and integrate event organisation within the frameworks of experiential marketing and Integrated Marketing Communications.

SKILLS

3. Application: Apply and present the principal stages of planning and the individual phases of events, and apply this knowledge to planning within an integrated marketing-communications strategy.
4. Analysis: Analyse and estimate the impact of events on image formation for a business, city and nation.
5. Synthesis: Develop an integrated understanding of marketing decisions as a business function and acquire the ability to design and implement an event. Apply event-marketing theory to create distinctive experiences for customers of an enterprise and visitors to a tourism destination.

COMPETENCES

6. Evaluation: Develop experience in the creative and systematic use of marketing principles, methods and strategies in planning and evaluation.

GENERAL COMPETENCES

- Searching, analysing and synthesising market data and information using appropriate methodology and technologies
- Adapting to new situations
- Decision-making
- Working in an international environment
- Project planning and management
- Exercising critical and self-critical judgement
- Promoting free, creative and inductive thinking

COURSE CONTENT

The source document includes an introductory paragraph referring to industrial/B2B transactions before presenting the event-marketing syllabus. The event-specific topics are:

1. Conceptual definition of Event Marketing.
2. Event Marketing planning.

COURSE CONTENT - CONTINUED

3. Event Marketing strategies.
4. Event communication and promotion.
5. Event implementation.
6. Types of events.
7. External-environment analysis.
8. Marketing-mix analysis.
9. Product life cycle and market maturity.
10. Promotion and marketing communications.
11. Event sponsorship and event endorsement.
12. Organisational issues in event management.
13. Specialised forms of events.

RECOMMENDED BIBLIOGRAPHY

1. Vasileiadis, C. (2014). Event Marketing Management. Thessaloniki: University of Macedonia Press.
2. Erber, S. (2009). Eventmarketing. Athens: Propompos; Allen, J., O'Toole, W., Harris, R. & McDonnell, I. (2012). Festival and Special Event Management. John Wiley & Sons; Getz, D. & Page, S. J. (2016). Event Studies: Theory, Research and Policy for Planned Events. New York: Routledge.
3. Lacey, R., Close, A. G. & Finney, R. Z. (2010). The pivotal roles of product knowledge and corporate social responsibility in event sponsorship effectiveness. *Journal of Business Research*, 63(11), 1222-1228.
4. Zarantonello, L. & Schmitt, B. H. (2013). The impact of event marketing on brand equity: The mediating roles of brand experience and brand attitude. *International Journal of Advertising*, 32(2), 255-280.
5. Kahle, L. R. & Close, A. G. (2011). *Consumer Behavior Knowledge for Effective Sports and Event Marketing*. Routledge.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODES: 260608 / 2606614 [as printed in source]

SEMESTER: 6th

COURSE TITLE: Marketing of Health and Welfare Organisations

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210608_Per_Mkt_MonadonYgeias.pdf

LEARNING OUTCOMES

The aim of the course is to introduce students to the fundamental principles, concepts and practices of marketing in healthcare. By the end of the course, students are expected to be able to evaluate marketing and promotional techniques for health services while also assessing the operational marketing of healthcare organisations.

KNOWLEDGE

1. Knowledge: Explain the conceptual content and approaches of marketing; describe the structure and characteristics of supply and demand in healthcare and their relationship with the marketing philosophy.
2. Comprehension: Describe the role, function, objectives and strategies relating to the pricing of healthcare products; describe the role, function, objectives and strategies of the communications and promotional mix in healthcare.

SKILLS

3. Application: Analyse the methods used to identify the needs and wants of consumers of health and welfare services.
4. Analysis: Analyse the concept and usefulness of the marketing mix for both non-profit organisations and medical units/organisations, and distinguish the characteristics of its component elements.
5. Synthesis: Create and organise the data required for the preparation and implementation of a business plan.

COMPETENCES

6. Evaluation: Evaluate and successfully support a business activity and define an integrated marketing programme on behalf of an enterprise.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas
- Project planning and management

GENERAL COMPETENCES - CONTINUED

- Respect for diversity and multiculturalism

COURSE CONTENT

1. Services Marketing and healthcare organisations.
2. Consumer behaviour in health services.
3. Sales-development strategies and the role of Emotional Intelligence in sales.
4. Social Media in the healthcare sector: e-Health business models.
5. Pricing of services and pharmaceuticals.
6. Preparation of marketing plans; segmentation of the healthcare market, targeting and positioning.
7. Competitor analysis; the marketing mix and the four Ps.
8. Healthcare communications mix: communication models.
9. Sales-promotion objectives and techniques.
10. Planning of internal and external sales promotion; merchandising.
11. Advertising objectives and strategy; development of advertising campaigns.
12. Public-relations objectives and techniques.
13. Organisation and objectives of personal selling.

COURSE OUTLINE

COURSE CODES: 260609 / 260610 / 260626

SEMESTER: 6th

COURSE TITLE: Labour and Commercial Law

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Become familiar with introductory terminology in commercial and labour law.
2. Comprehension: Develop broad and critical understanding of the structure and functions of the constituent elements of a legal system, with particular familiarity with aspects of labour and commercial legislation.

SKILLS

3. Application: Clearly classify and identify the fundamental structural components of the legal system and the ways in which they interact with and affect business administration, particularly employee relations and commercial transactions.
4. Analysis: Develop the ability to understand how the legal system functions and to apply that understanding through a range of perspectives on labour and commercial law.
5. Synthesis: Draw on practical experience in the legal community to synthesise and explain issues and case studies involving labour and commercial law.

COMPETENCES

6. Evaluation: Compare different structural forms of the legal system and propose legally compliant practices in Business Administration, with emphasis on labour and commercial law.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment

COURSE CONTENT

1. General part: concept and subject matter of commercial law.
2. Rationale for commercial law as a distinct branch and its relationship with other branches of law.
3. Doctrinal foundations of commercial law; commercial acts; traders and their legal regime; consequences of commercial status.
4. Administrative organisation of the commercial profession; fundamental concepts and provisions of market law.
5. Origins, historical evolution and sources of labour law.
6. Individual employment contract; employee rights and obligations.
7. Employer obligations and rights.

COURSE CONTENT - CONTINUED

8. Legal organisation of business operations.
9. Changes to employment terms, suspension and termination of the employment relationship.
10. Termination of the employment contract.
11. Technical creations: patents, utility models, industrial designs and models, etc.
12. Distinctive signs: trademarks and trade names.
13. Law of unfair competition and restrictions of competition.

RECOMMENDED BIBLIOGRAPHY

- Triantafyllakis, G. D. (2018). Lectures in Commercial Law, 2nd ed. ISBN 978-960-622-564-2. Nomiki Bibliothiki A.E.E.T.E.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260611

SEMESTER: 6th

COURSE TITLE: Business Economics

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise and describe the basic theories concerning how a business operates, and identify fundamental economic concepts.
2. Comprehension: Understand the economic system within which a business operates, and distinguish and identify the decisions that managers are required to make in relation to economic and financial management.

SKILLS

3. Application: Design and implement decisions concerning human-resource management, marketing and entrepreneurship.
4. Analysis: Understand and analyse the techniques and strategies applied to support the successful development of a business.
5. Synthesis: Formulate and implement forecasting techniques used in the business environment and interpret economic results.

COMPETENCES

6. Evaluation: Interpret and evaluate economic results.

GENERAL COMPETENCES

- Searching, analysing and synthesising market data and information using appropriate methodology and the necessary technologies
- Decision-making
- Working in an international environment
- Project planning and management
- Critical and self-critical thinking
- Working in an interdisciplinary environment

COURSE CONTENT

1. Introduction to Business Economics.
2. Business objectives.
3. Business behaviour.
4. Consumer behaviour theory.
5. The firm's production function.
6. Business costs.
7. Market structures and business decisions.
8. Business strategy based on the internal environment.
9. Business strategy based on the external environment.
10. Multinational enterprises.

COURSE CONTENT - CONTINUED

- 11. Business economic models.
- 12. Business development.

RECOMMENDED BIBLIOGRAPHY

- Mankiw, N. Gregory, Taylor, P. Mark, and Ashwin, Andrew (2017). Business Economics. Tziolas.
- Tsaklaganos, A. (2015). Introduction to Business Economics. Kyriakidis Brothers.
- Papadongonas, T. (2017). Introduction to Business Economics. Tsotras.

RELEVANT SCIENTIFIC JOURNALS

- Journal of Business Research
- Strategic Management Journal
- Harvard Business Review
- Entrepreneurship Theory and Practice
- Information & Management

COURSE OUTLINE

COURSE CODE: 260612

SEMESTER: 6th

COURSE TITLE: Decision Making

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

The course enables students to understand the decision-making process and its application to complex business problems. Students become familiar with decision-making models and with their application in different areas of management through appropriate computational tools.

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the need for decision-making and the ways in which decisions are defined and structured in the field of Organisation Management.
2. Comprehension: Through case studies, apply process-design methods and connect process-management strategies with organisational strategy.

SKILLS

3. Application: Apply different decision-making techniques in the business environment, with emphasis on decisions under uncertainty; apply Total Quality Management practices; apply personnel-management practices with emphasis on knowledge flows and their influence on decision-making; and use techniques for managing organisational capabilities to achieve competitive advantage.
4. Analysis: Identify and analyse different planning and design techniques as presented in the course.
5. Synthesis: Formulate and implement forecasting techniques used in the business environment.

COMPETENCES

6. Evaluation: Define an integrated strategic process-management programme in a real business environment, and evaluate and update strategic planning.

GENERAL COMPETENCES

- Searching, analysing and synthesising market data and information using appropriate methodology and the necessary technologies
- Adapting to new situations
- Decision-making
- Working in an international environment
- Project planning and management
- Critical and self-critical thinking
- Working in an interdisciplinary environment
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Decision theory.
2. Overview of decision-making models.

COURSE CONTENT - CONTINUED

3. Linear programming.
4. Time-series analysis and forecasting.
5. Multi-criteria decision making.
6. Integer programming and applications.
7. Dynamic programming.
8. Problem solving using quantitative analysis methods.
9. Problem solving using software (Excel Solver or equivalent).
10. Business action planning.
11. Decision making within business organisations.
12. Facility and work design; Just-in-Time (JIT) systems.
13. Project management and scheduling (CPM, PERT); cost and time analysis.

RECOMMENDED BIBLIOGRAPHY

- Asllani, Arben. Business Analytics with Models and Methods of Management Science. Broken Hill Publishers Ltd.
- Frangos, Christos K. Introduction to Operations Research. Stamoulis Publications.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260613

SEMESTER: 6th

COURSE TITLE: Industrial Organisation

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Understand concepts relating to the productive capacity of a production process as designed, including expected and actual capacity, as well as the concept of utility.
2. Comprehension: Understand the economic system within which a business operates, and distinguish and identify the decisions that managers are required to make in matters of economic and industrial organisation.

SKILLS

3. Application: Design and implement decisions concerning human-resource management, marketing and entrepreneurship.
4. Analysis: Analyse and solve decision problems relating to production processes; analyse basic demand-forecasting methods and break-even analysis for a production process.
5. Synthesis: Understand and analyse the time value of money and combine cash flows occurring at different points in time on a common time basis; assign production-process tasks to workstations using heuristic and analytical approaches while taking account of production rules, principles and constraints.

COMPETENCES

6. Evaluation: Evaluate the optimal location of a production process using different heuristic methods.

GENERAL COMPETENCES

- Searching, analysing and synthesising market data and information using appropriate methodology and the necessary technologies
- Decision-making
- Working in an international environment
- Project planning and management
- Working in an interdisciplinary environment

COURSE CONTENT

1. Monopoly, with emphasis on non-linear pricing.
2. Durable-goods markets and behaviour under uncertainty.
3. Use of empirical demand analysis for pricing and market-entry decisions.
4. Oligopoly, with emphasis on the relationship between price-competition and quantity-competition models.
5. Investment and capacity constraints.
6. Managerial incentives and strategic delegation.
7. Entry into new markets and aggressive or accommodating pricing strategies.
8. Aggressive or accommodating pricing strategies: application to tourism enterprises.
9. Advertising: search and switching costs.

COURSE CONTENT - CONTINUED

10. Network effects; innovation, research and development.
11. Industry dynamics.
12. Auction theory and applications: open and sealed-bid auctions.
13. Common and independent values; the winner's curse.

RECOMMENDED BIBLIOGRAPHY

- Lipczynski, J. Industrial Organization. 1st ed., 2011. ISBN 9789604891481. Broken Hill Publishers Ltd.
- Carlton, Dennis, and Perloff, Jeffrey. Modern Industrial Organization. 1st ed., 2017. ISBN 9789963274437. Broken Hill Publishers Ltd.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260615

SEMESTER: 6th

COURSE TITLE: Accounting under the Greek Accounting Standards (GAS)

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: 0

TOTAL: 4 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210611_Per_Logistikh-ELP.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe a rational accounting organisation within a framework of common rules or accounting standards.
2. Comprehension: Reconfigure the operating methods and rules governing accounts that contribute to an integrated financial-information system.

SKILLS

3. Application: Examine and identify the methods required for managerial decision-making or for providing information to third parties.
4. Analysis: Combine and record transactions in a uniform accounting manner, using the account codes of the Greek Accounting Standards Chart of Accounts throughout the accounting process.
5. Synthesis: Organise and synthesise the financial position of a business.

COMPETENCES

6. Evaluation: Compare and evaluate business case studies.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas

COURSE CONTENT

1. The accounting approach to the enterprise.
2. Financial statements under the Greek Accounting Standards: balance sheet.
3. Financial statements under the Greek Accounting Standards: income statement/results for the period.
4. Financial statements under the Greek Accounting Standards: statement of changes in equity.
5. Financial statements under the Greek Accounting Standards: cash-flow statement.
6. Recognition and recording of accounting events in accounts.
7. Special issues and accounting procedures, including the necessary GAS adjustments.
8. Completion of the accounting cycle.

COURSE CONTENT - CONTINUED

9. Closing procedures and determination of the result for the period.
10. Preparation of financial statements.
11. Comparative business accounting.
12. Accounting and legislation.

RECOMMENDED BIBLIOGRAPHY

- Stefanou, Konstantinos. Financial Accounting Based on Greek and International Accounting Standards. 2nd ed., 2019. University Studio Press.
- Needles, Belverd E., Powers, Marian, and Crosson, Susan V. Principles of Accounting. 2014. Cengage Learning.

RELEVANT SCIENTIFIC JOURNALS

- The International Journal of Accounting
- European Accounting Review

COURSE OUTLINE

COURSE CODE: 260616

SEMESTER: 6th

COURSE TITLE: Management of Travel Organisations and Agencies

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 1 weekly teaching hour

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the role and importance of travel agencies according to their classification and the different categories of tourism products and services they offer, so that individual and group travel can be organised and carried out effectively.
2. Comprehension: Distinguish the types and characteristics of different travellers in order to select and organise the services required by each customer-traveller profile.

SKILLS

3. Application: Calculate and produce individual or group excursion packages using different modes of transport and accommodation.
4. Analysis: Design the organisation and operation of the departments of a travel agency.
5. Synthesis: Create and propose services offered by a travel agency and interpret and use travel-agency terminology.

COMPETENCES

6. Evaluation: Identify travel-agency suppliers; support individual or group excursion packages and integrated travel packages according to customer requirements; compare reservation methods through modern accommodation-booking channels; and compare packages using tour-operator price lists.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas

COURSE CONTENT

The course examines the operation of a travel agency through the following units:

1. Basic concepts, terminology, abbreviations and classifications of travel agencies.
2. Travel-agency services.
3. Organisational structure and organisation chart.

COURSE CONTENT - CONTINUED

4. Reservations and ticketing department.
5. Organised-travel department: individual, group and corporate travel.
6. Incoming-tourism department.
7. Hotel reservations: types of contracts and forms of cooperation.
8. Types of vouchers.
9. Tour leader: duties and responsibilities.
10. Tourism packages: classifications, components and types.
11. FIT, GIT, hosted tours and pre-packaged tours.
12. Basic stages in the creation of tourism packages.
13. Financial elements of excursion costing: net price, gross price and final selling price.

RECOMMENDED BIBLIOGRAPHY

- Papageorgiou, A. (2021). Management of Modern Travel Agencies. Broken Hill, Nicosia.
- Papageorgiou, A. (2007). Organisation and Operation of Travel Agencies. Interbooks, Athens.
- Papageorgiou, A. (2004). Principles of Travel Agency Operations. Interbooks, Athens.
- Sotiriadis, M. (2006). Travel Agencies: Incoming & Outgoing. Propompos, Athens.
- Chytiris, L. (1995). Travel Agencies. Interbooks, Athens.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260617

SEMESTER: 6th

COURSE TITLE: Special Interest Tourism

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek, English and French

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210619_Per_Tourismos-eidikou-endiaferontos.pdf

LEARNING OUTCOMES

The course Special Interest Tourism aims to familiarise students with more specialised forms of tourism designed to meet the particular interests of specific market segments. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Acquire the knowledge required to recognise and identify different market trends, customer typologies and special-interest tourism-product typologies.
2. Comprehension: Understand market trends and distinguish appropriate forms of tourism according to the environment and target market; develop the ability to draw conclusions and generalise specialised information.

SKILLS

3. Application: Apply acquired knowledge to case studies; identify new approaches and tourism products; classify product typologies and examine the development of new products.
4. Analysis: Combine and analyse case studies and approaches to the development of new tourism routes.
5. Synthesis: Develop the ability to create and propose original solutions and to revise, redesign and reorganise existing proposals within a framework of innovative and sustainable tourism development.

COMPETENCES

6. Evaluation: Evaluate and compare proposals for the development of special forms of tourism, assess their viability, define and assess implementation criteria, and support their application through case studies.

GENERAL COMPETENCES

- Adapting to new situations
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Introduction to tourism.

COURSE CONTENT - CONTINUED

2. Religious tourism.
3. Photographic tourism.
4. Sports tourism.
5. Birdwatching tourism.
6. Dark tourism.
7. Photographic tourism.
8. Insect tourism.
9. Geotourism.
10. Beer tourism.
11. Sports tourism.
12. Astrotourism.
13. Kayaking and rafting tourism on inland waters.

RECOMMENDED BIBLIOGRAPHY

- Agarwal, S., Busby, G., and Huang, R. (2018). Special Interest Tourism: Concepts, Contexts and Cases. ISBN 978-1780645667, 236 pp.
- Agarwal, Sheela, Busby, Graham, and Huang, Rong (2021). Special Interest Tourism. ISBN 9789925588206. Broken Hill Publishers Ltd.
- Fletcher, John, Fyall, Alan, Gilbert, David, and Wanhill, Stephen (2019). Introduction to Tourism: Principles and Practice. ISBN 9789925575558. Broken Hill Publishers Ltd.

RELEVANT SCIENTIFIC JOURNALS

- Tourism Recreation Research
- Annals of Tourism Research
- Journal of Sustainable Tourism
- Tourism Alternatives
- International Journal of Tourism Management
- Tourism Planning & Development
- World Leisure & Recreation

COURSE OUTLINE

COURSE CODE: 260618

SEMESTER: 6th

COURSE TITLE: Business Planning and Profit Management for Hospitality Enterprises

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the usefulness and structure of a business plan and determine appropriate business planning for a tourism enterprise. Beyond developing specific skills in preparing techno-economic studies, students are encouraged to embrace sound, well-planned and creative entrepreneurship in tourism.
2. Comprehension: Address the knowledge gap associated with preparing planning, control and decision-making studies for enterprises operating directly or indirectly within the tourism business system.

SKILLS

3. Application: Recognise the need for long-term planning studies. The course establishes the relevant conceptual framework and then examines pre-investment studies and the development of a clear, targeted strategy.
4. Analysis: Develop individual aspects of business planning, beginning with the financial representation of the enterprise. Exercises employ a wide range of indicators to provide as comprehensive a picture of the business as possible, including break-even analysis, using published balance sheets and income statements.
5. Synthesis: Combine and explain indicators related to carrying capacity, including environmental, economic and social limits. Accommodation certification is also examined, together with existing certification criteria and bodies.

COMPETENCES

6. Evaluation: Calculate factors relating to labour costs, facilities, procurement of raw materials and other inputs. To complete the business plan, develop a marketing plan for a specific target group; elasticity analyses are used to identify the target group and determine the selling price of services.

GENERAL COMPETENCES

- Searching for information and data and developing the ability to analyse business data and indicators
- Developing criteria for self-critical assessment
- Developing evidence-based inductive thinking

GENERAL COMPETENCES - CONTINUED

- Develop awareness of entrepreneurship and timely assumption of entrepreneurial responsibility
- Understand factors that improve decision-making
- Understand the structure of planning and managing projects and tasks
- Develop a substantial level of empathy regarding the behaviour of colleagues and management
- Recognise and avoid abusive leadership practices and respond appropriately
- Understand the importance of social tolerance of diversity among colleagues
- Reduce the intensity of conflicts and strengthen compromise and negotiation skills on key workplace issues
- Strengthen collaborative skills at every level of work

COURSE CONTENT

Week 1: General introduction. What is business planning and what is its usefulness? Necessity and expected outcomes.

Weeks 2-3: Financial indicators used to represent the condition of the enterprise.

Weeks 3-4: Carrying-capacity indicators in relation to the environment, economy and society. Focus on the conditions for sustainable and unconstrained development.

Week 5: Accommodation certification: bodies, criteria and awards. Analysis of major schemes such as Ecolabel, Green Key and ISO.

Week 6: Cost analysis: labour costs, procurement and preliminary construction studies.

Weeks 7-8: Cost-calculation exercises; analysis of direct and indirect costs; break-even calculation.

Weeks 9-10: Target group: identification and analysis using elasticity-calculation methodology.

Weeks 11-12: Preparation of a marketing plan in accordance with the target group.

Weeks 13-15: Review exercises.

RECOMMENDED BIBLIOGRAPHY

- Kefis, Vasileios N., and Papazachariou, Petros. The Entrepreneurial Vision in a Business Plan. Eudoxus Book Code 11807, 1st ed., 2009. ISBN 978-960-218-605-3. Kritiki Publications.
- Sarri, Katerina, Laspita, Stavroula, and Kefis, Vasilis. Entrepreneurship and Business Plan. Eudoxus Book Code 102071542, 1st ed., 2022. ISBN 978-960-418-917-5. A. Tziolas & Sons Publications.

SUPPLEMENTARY BIBLIOGRAPHY

- Karvounis, Sotiris (2014). Methodology, Techniques and Theory for Techno-economic Studies. Stamoulis Publications.
- ITEP. Greek Economy and Tourism, Issue 22, December 2006.
- Buzan, Tony (2002). How to Mind Map: Template 6, "Starting a New Venture Mind Map".
- Papadakis, V. M. Management and Organisational Structure - Lecture Slides. Athens, 2005.
- Papanikos, G. Greek Tourism Receipts. ITEP, Athens, 2005.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260619

SEMESTER: 6th

COURSE TITLE: Tourism Geography

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Knowledge Specialisation

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210621_Per_Touristikh-gewgrafia.pdf

LEARNING OUTCOMES

The course introduces students to the fundamental concepts of Tourism Geography, with particular emphasis on Greece. Upon successful completion, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise and identify the geographical distribution of tourism regions and related inequalities; describe the distribution of human, natural and cultural resources used for tourism.
2. Comprehension: Distinguish the geographical diversity and contrasts of tourism flows and assess the importance of geographical factors in tourism development.

SKILLS

3. Application: Identify the natural resources of tourism regions worldwide and, more specifically, of the different geographical regions of Greece, classifying their characteristics.
4. Analysis: Differentiate the country's human and cultural resources in order to select, combine and develop well-structured itineraries using natural and cultural tourism resources.
5. Synthesis: Organise and propose measures to extend the tourism season according to the natural and cultural resources of each region.

COMPETENCES

6. Evaluation: Compare and evaluate available infrastructure.

GENERAL COMPETENCES

- Independent work
- Teamwork
- Searching, analysing and synthesising data and information
- Adapting to new situations
- Decision-making
- Respect for the natural environment

COURSE CONTENT

1. Introduction to Tourism Geography; distribution of tourism across the five continents.
2. Geographical description of Greece: tourism-related topics, environment, ecosystems, parks, forests, monuments, refuges, sports centres, religious centres, marine and mountain tourism centres, forms of tourism and prospects.
3. Analysis of the country's natural, human and cultural resources and available infrastructure by geographical region, together with the particular characteristics of host destinations, beginning with Thrace.
4. Macedonia.

COURSE CONTENT - CONTINUED

5. Epirus.
6. Ionian Islands.
7. Thessaly and the Sporades.
8. North-eastern Aegean Islands.
9. Central Greece and Euboea.
10. Peloponnese.
11. Cyclades and Dodecanese.
12. Crete and Saronic Islands.
13. General overview of the principal tourism destinations of Europe, their natural and cultural resources, and their tourism utilisation.

RECOMMENDED BIBLIOGRAPHY

- Moira, P. (2018). Tourism Geography of Greece: Geographical Approaches to Tourism. Interbooks, Athens.
- Moira, P. (1999). Tourism Geography: Europe. Stamoulis, Athens.
- Moira, P. (2000). Tourism Geography: Asia. Stamoulis, Athens.
- Moira, P. (2001). Tourism Geography: Africa-America-Oceania. Stamoulis, Athens.
- The Travel Institute (2005). Exploring the World, 2nd ed.

ADDITIONAL MATERIAL

Electronic lecture notes in Greek and English.

RELEVANT SCIENTIFIC JOURNALS

- Annals of Tourism Research
- Tourism Management
- Tourism Geographies
- Geographies

COURSE OUTLINE

COURSE CODE: 260620

SEMESTER: 6th

COURSE TITLE: Hotel Property Management Systems (PMS)

INDEPENDENT TEACHING ACTIVITIES

Lectures: 1 weekly teaching hour

Practical Exercises: 0

Laboratory Exercises: 2 weekly teaching hours

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210622_Per_Systhmata-daxeirishs-ksenodoxeiwn-PMS.pdf

LEARNING OUTCOMES

The course analyses the Property Management System (PMS), an integrated information system used by hospitality enterprises. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe the structure of a Property Management System (PMS), internet applications and online collaboration systems used by hotels.
2. Comprehension: Distinguish the systems and applications used for business promotion; online reservations and online collaboration; management of reservations regardless of booking channel; room management; telephone and guest-amenity management; housekeeping; maintenance and security; food-and-beverage departments; guest accounts; inventory; purchasing and costing; marketing; human resources; accounting, payroll and management.

SKILLS

3. Application: Identify the subsystems from which each system receives data and the systems to which it transfers data, and classify system forms/screens according to their purpose.
4. Analysis: Combine management information needs at all organisational levels with data from business facilities, the legislative framework and human resources in order to configure a PMS. This includes designing room types, rate lists and document types issued by Reception, with detailed consideration of booking types such as allotment and commitment contracts with travel agencies, tour operators and online travel agents, as well as individual customers, customer categories, occupations and market segmentation.
5. Synthesis: Explain internet applications adopted by hotels and combine applications into functional packages/subsystems for rooms, food and beverage, sales, human resources and finance, whose integration forms a PMS capable of effectively controlling hotel operations.

COMPETENCES

6. Evaluation: Compare the capabilities of different PMS solutions and, after clarifying the system's purpose, conducting a feasibility study and identifying user requirements, determine the most appropriate system for each hotel so that it covers all activities requiring electronic data processing and all information needs.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork

COURSE CONTENT

1. Property Management Systems (PMS) for hospitality enterprises.
2. System configuration according to legislation, the enterprise's technical infrastructure, objectives and human resources.
3. System applications and groups of hotel applications (packages); integration of application groups.
4. Applications supporting the PMS, such as CRM, GIS, VoIP, ASP, RFID, NFC, e-Procurement, e-Recruitment, e-Learning, Consumer Generated Media, newsletters and RSS.
5. Reservation systems.
6. Online promotion and collaboration systems for hospitality enterprises: website, web booking engine, channel management system, search-engine optimisation, online reputation management, e-CRM and RMS (Revenue Management System).
7. Front-office systems, including reception, conferences and banqueting.
8. Housekeeping, telephone and other guest-facility and amenity systems.
9. Maintenance and security systems.
10. POS, inventory, purchasing and costing systems.
11. Marketing, guest-history, contact-management and sales-analysis systems.
12. Payroll, personnel-management and financial-management systems.
13. Criteria for selecting an appropriate PMS and practical exercises in PMS selection.

RECOMMENDED BIBLIOGRAPHY

- Nerantzis, K. (2018). Information Systems and Applications in Hospitality Enterprises.
- Theocharis, N. (2016). Rooms Division Management in Hotel Enterprises.
- Bruce, Braham (1993). Computer Systems in the Hotel & Catering Industry.
- Kasavana and Cahill (1997). Hospitality Industry Computer Systems, 3rd ed.
- McFadden and Conolly (2005). Technology Strategies for the Hospitality Industry.
- Sheldon, P. J. (1997). Tourism Information Technology.
- Ebusinessforum (2006). Electronic Services and Applications in Tourism: Current Situation and Prospects.
- Additional electronic lecture notes in Greek and English.

WEBSITES

<http://www.micros.com/>
<http://www.hit.com.gr/>
<http://www.bluebyte.gr>
<http://www.sunsoft.gr>
<http://www.infor.com/>
<http://portal.singularlogic.eu/>
<http://www.csshotelsystems.com/>

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260623

SEMESTER: 6th

COURSE TITLE: Cultural Heritage Tourism

INDEPENDENT TEACHING ACTIVITIES

Lectures: 1 weekly teaching hour

Practical Exercises: 2 weekly teaching hours

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Knowledge Specialisation

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the concepts of culture and heritage, understand the dynamic relationship between culture and tourism, and identify the importance of preserving and properly managing cultural heritage.
2. Comprehension: Distinguish the diverse cultural resources of an area in order to strengthen proposals for cultural tourism.

SKILLS

3. Application: Examine the process of creating a destination brand name and recognise different types of cultural-tourism flows.
4. Analysis: Combine and develop distinctions among the different resources and forms of cultural tourism in order to manage the varying needs of travellers.
5. Synthesis: Synthesise and explain the typology of cultural resources and organise an understanding of the national and international, public and private bodies active in tourism in Greece and internationally.

COMPETENCES

6. Evaluation: Understand the multifaceted nature of tourism and its effects on a country or destination, and recognise and advocate the importance of preserving the cultural heritage of Greece and other countries.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Respect for diversity and multiculturalism
- Working in an interdisciplinary environment
- Independent work
- Teamwork
- Adapting to new situations
- Critical and self-critical thinking
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Cultural tourism: concepts of culture, heritage and tourism; the relationship between tourism, culture and heritage; management of culture and tourism.
2. The influence of culture on destination attractiveness and competitiveness; the Cultural Tourism Charter; the Global Code of Ethics for Tourism.
3. Cultural-heritage protection bodies, including intergovernmental organisations such as UNESCO, the European Union, the Council of Europe and the International Centre for the Study of the Preservation and Restoration of Cultural Property, as well as non-governmental organisations.

COURSE CONTENT - CONTINUED

Non-governmental organisations include the International Council on Monuments and Sites, International Council of Museums, pan-European heritage organisations, the European University Centre for Cultural Heritage, World Monuments Fund, World Wide Fund for Nature, International Federation of Library Associations and Institutions, Organization of World Heritage Cities and European Museum Forum. National heritage-management bodies are also examined.

4. Cultural routes and examples.
5. Alternative forms of tourism connected with culture and heritage, such as agritourism, industrial tourism and the protection of modern heritage in Greece, gastronomy tourism, medical/spa tourism, wine tourism, sports tourism and marine tourism, including re-enactments of maritime historical events and maritime museums.
6. Cultural tourists: characteristics and typology of tourism-cultural resources; cultural institutions such as European Capitals of Culture and their management.
7. Tangible and intangible heritage.
8. Case studies of tangible heritage from Greece and abroad.
9. Case studies of intangible heritage from Greece and abroad.
10. Natural heritage: biodiversity and geodiversity; aspects and fields of natural-heritage conservation and preservation; examples such as Mount Olympus.
11. Examples of cultural-heritage sites in northern Greece, including Philippi, Vergina, Mount Athos and the Old Town of Corfu.
12. Examples of cultural-heritage sites in central, southern and island Greece, including Meteora, Delphi, the Acropolis of Athens, Mystras, the Sanctuary of Asklepios at Epidaurus and the Heraion of Samos.
13. The 15 UNESCO monuments of Thessaloniki.

RECOMMENDED BIBLIOGRAPHY

- Papanikolaou, M. Panagiota. Museums, Memory and Heritage in Greece. Epikentro Publications.
- Gavra, Eleni. Cultural Resources and Architectural Heritage in the Balkans. Kyriakidis Brothers Publications.
- Trova, E. (2018). The Cultural Heritage of Europe. Sakkoulas, Athens.
- Moira, P. (2020). Religious Tourism and Pilgrimage. Phaidimos, Athens.
- Moira, Polyxeni, and Parthenis, Sp. (2011). Cultural-Industrial Tourism. Open Library, Athens.
- McKercher, B., and du Cros, H. (2002). Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management. Routledge.
- Richards, G. (1996). Cultural Tourism in Europe. CBI, Wallingford.
- Timothy, D., and Boyd, S. (2003). Heritage Tourism. Harlow: Prentice Hall.

ADDITIONAL MATERIAL

Electronic lecture notes in Greek and English.

RELEVANT SCIENTIFIC JOURNALS

- Annals of Tourism Research
- Tourism Management
- Journal of Travel Research
- International Journal of Research in Tourism and Hospitality

COURSE OUTLINE

COURSE CODE: 260627

SEMESTER: 6th

COURSE TITLE: Revenue Optimisation Management in Air Transport

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe the elements of basic pricing strategies in air transport.
2. Comprehension: Distinguish the scope of Yield Management applications in air transport.

SKILLS

3. Application: Develop critical thinking so as to classify airline products according to user profile and demand.
4. Analysis: Identify the framework of basic Yield Management implementation techniques.
5. Synthesis: Organise and synthesise the framework of the principal pricing factors.

COMPETENCES

6. Evaluation: Define, compare and evaluate future trends in air-transport revenue optimisation.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas
- Project planning and management
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Demonstrating social, professional and ethical responsibility and sensitivity to gender issues
- Critical and self-critical thinking
- Promoting free, creative and inductive thinking
- Interest in the air-transport sector

COURSE CONTENT

1. History of Yield Management in air transport.
2. Basic applications of Yield Management in the air-transport industry.
3. Airline business models and Yield Management.

COURSE CONTENT - CONTINUED

4. Regional profit flows and Yield Management in air transport.
5. Implementation of Yield Management strategies.
6. Introduction to Yield Management applications at airports.
7. Future trends in air-transport Yield Management.
8. The role of airline alliances.
9. Demand adjustment in air transport.
10. Supply adjustment in air transport.
11. Pricing-policy loyalty indicators.
12. Methods for recording customer-satisfaction indicators.
13. Case studies and experimental approaches.

RECOMMENDED BIBLIOGRAPHY

- Weatherford, L. (2016). "The history of forecasting models in revenue management." *Journal of Revenue and Pricing Management*, 15(3-4), 212-221.
- Belobaba, P. (2010). "Did LCCs save airline revenue management?" *Journal of Revenue and Pricing Management*, 10(1), 19-22.
- Otero, D., and Akhavan-Tabatabaei, R. (2015). "A stochastic dynamic pricing model for the multiclass problems in the airline industry." *European Journal of Operational Research*, 242, 188-200.
- Wang, Xuan Lorna, and Bowie, David (2009). "Revenue Management: The Impact on Business-to-business Relationships." *Journal of Services Marketing*, 23(1), 31-41.
- Phillips, R. (2005). *Pricing and Revenue Optimization*. Stanford Business Books.
- Vinod, B. *The Evolution of Yield Management in the Airline Industry*.
- Martin, J., Martin-Domingo, L., Lohmann, G., and Spasojevic, B. (2019). "The role of travel patterns in airport duty-free shopping satisfaction: A case study from an Australian regional airport." *Journal of Air Transport Management*, 80, 1-8.
- Pertuiset, T., and Santos, G. (2014). "Primary auction of slots at European airports." *Research in Transportation Economics*, 45, 66-71.
- Gitto, S., and Mancuso, P. (2012). "Two faces of airport business: A non-parametric analysis of the Italian airport industry." *Journal of Air Transport Management*, 20, 39-42.
- Rong, H., Hongshan, X., and Yu, J. (2013). "Complex Dynamics for Airlines' Price Competition with Differentiation Strategy." *Journal of Transportation Systems Engineering and Information Technology*, 13(1), 11-16.
- Zhang, D., and Cooper, W. (2009). "Pricing substitutable flights in airline revenue management." *European Journal of Operational Research*, 197, 848-861.

RELEVANT SCIENTIFIC JOURNALS

- *European Journal of Operational Research*
- *Journal of Revenue and Pricing Management*
- *Journal of Air Transport Studies*
- *Transportation Research Part A*
- *Transportation Research Part B*
- *Research in Transportation Economics*
- *Journal of Air Transport Management*
- *Journal of Transport Economics and Policy*
- *Research in Transportation Business & Management*
- *Economics of Transportation*

COURSE OUTLINE

COURSE CODE: 260629

SEMESTER: 6th

COURSE TITLE: Accommodation Operations Management

INDEPENDENT TEACHING ACTIVITIES

Lectures: 1 weekly teaching hour

Practical Exercises: 0

Laboratory Exercises: 2 weekly teaching hours

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Scientific Field

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210721_Per_Dioikhsh-Leitoyrgiwn-Katalymatwn.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to understand, organise and effectively manage accommodation operations, with emphasis on Reception, Housekeeping, Sales & Marketing, Maintenance, Security, Recreation and Conference Facilities. The learning outcomes, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe and identify the structure of the accommodation industry, development trends and new forms of tourist accommodation.
2. Comprehension: Distinguish and explain staffing, organisation and management methods, departmentalisation and the allocation of accommodation functions.

SKILLS

3. Application: Collect and classify relevant information in order to calculate revenues and examine accommodation statistics.
4. Analysis: Plan and manage the core functions of the Rooms Division as well as Sales & Marketing, Maintenance, Security, Recreation and Conference Facilities.
5. Synthesis: Propose optimal methods for managing customer relationships and hotel-service sales, and for delivering high-quality services and customer satisfaction.

COMPETENCES

6. Evaluation: Evaluate quality and service in the accommodation industry.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Respect for the natural environment
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Introduction to the accommodation industry.
2. Structure of the accommodation industry.
3. Trends in tourist-accommodation development; new forms of tourist accommodation.

COURSE CONTENT - CONTINUED

4. Quality management in accommodation establishments.
5. Staffing of accommodation establishments.
6. Organisation and management of accommodation establishments.
7. Accommodation operations management.
8. Sales of hotel services.
9. Customer service in the accommodation industry.
10. Organisation, operation and management of the Rooms Division.
11. Statistical analysis and control of Rooms Division operations.
12. Planning and management of Rooms Division operations; Yield Management.
13. Organisation, operation and management of Sales & Marketing, Maintenance, Security, Recreation and Conference Facilities departments.

RECOMMENDED BIBLIOGRAPHY

- Theocharis, Nikos (2016). Rooms Division Management in Hotel Enterprises. Propompos Publications. [Course textbook in Eudoxus]
- Weissinger, Suzanne Stewart (2003). Hotel Operations. Ellin Publications.
- Kapiki, Tania (2004). Front Office Service. Interbooks.
- Rutherford, Denney G., and O'Fallon, Michael J. (2010). Hotel Management and Operations. John Wiley & Sons.
- Hayes, David K., Ninemeier, Jack D., and Miller, Allisha A. (2012). Foundations of Lodging Management. Pearson/Prentice Hall.
- Stutts, Alan T., and Wortman, James (2005). Hotel and Lodging Management: An Introduction, 2nd ed.
- Hayes, D., and Ninemeier, J. (2004). Hotel Operations Management. New Jersey: Prentice Hall.
- Kasavana, Michael L., and Brooks, Richard M. Managing Front Office Operations.
- Nitschke, Aleta A., and Frye, William D. Managing Housekeeping Operations.
- Cichy, Ronald F. Quality Sanitation Management.
- Kasavana, Michael, and Cahill, John J. Managing Technology in the Hospitality Industry.
- Deveau, Linsley, Portocarrero, Nestor, and Escoffier, Marcel. Front Office Management and Operations.
- Dix, Colin, and Baird, Chris. Front Office Operations.
- Abbott, Peter, and Lewry, Sue. Front Office.
- Foster, Denis. Rooms at the Inn: Front Office Operations & Administration.
- Bardi, James A. Hotel Front Office Management.
- Cote, Raymond. Accounting for Hospitality Managers.
- Schmidgall, Raymond S., and Damitio, James W. Accounting for Club Operations.
- Cote, Raymond. Basic Hotel & Restaurant Accounting.
- Moreo, Patrick, Sammons, Gail, and Dougan, Jim. Front Office Operations and Night Audit Workbook.
- Ellis, Raymond C. Jr., and Stipanuk, David M. Security and Loss Prevention Management.
- Educational Institute of the American Hotel and Lodging Association. Glossary of Hospitality Terms.
- Kapiki, S. (2012). "Factors Enhancing Economic Performance in Hospitality: The Paradigm of Greek Hotel Companies." Journal of Tourism, Hospitality & Culinary Arts, 4(2), 7-18.
- Kapiki, S. et al. (2014). "Assessment of the Lodging Industry Profitability Performance: Invest in Independent or Chain Ownership?" International Journal Turizam, 18(2), 84-94.
- Kapiki, S., and Jaksic, D. (2015). "Consumers' perceptions of the local hotel recreation facilities: the case of Greek and Serbian young people." International Journal of Tourism Policy, 6(1), 46-63.

RELEVANT SCIENTIFIC JOURNALS

- Journal of Hotel and Business Management
- Boletim de Estudos em Hotelaria e Turismo
- Korean Journal of Hotel Administration
- Journal of Tourism, Heritage & Services Marketing (JTHSM)

14.7 7th Semester Courses

COURSE OUTLINE

COURSE CODE: 260701

SEMESTER: 7th

COURSE TITLE: Services Marketing

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise and define Services Marketing.
2. Comprehension: Distinguish and explain Product Marketing.

SKILLS

3. Application: Classify services on the basis of (a) their nature and (b) consumer purchasing behaviour.
4. Analysis: Develop an understanding of service quality and its value as a source of competitive advantage.
5. Synthesis: Organise services-marketing strategy and the services marketing mix, including pricing policies, organisation and management, distribution channels, and methods of effective communication and promotion.

COMPETENCES

6. Evaluation: Compare and evaluate the tools taught in the course through case studies.

GENERAL COMPETENCES

- Searching, analysing and synthesising market data and information using appropriate methodology and the necessary technologies
- Adapting to new situations
- Decision-making
- Project planning and management
- Critical and self-critical thinking
- Working in an interdisciplinary environment
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Demonstrating social, professional and ethical responsibility and sensitivity to gender issues
- Promoting free, creative and inductive thinking

COURSE CONTENT

The services sector is a dominant force in the global economy and is associated with the transition from developing to developed economies. The course examines the distinctive characteristics of services marketing relative to product marketing and their implications for consumer behaviour and management and marketing practice.

COURSE CONTENT - CONTINUED

Because the core characteristics of services differ from those of tangible products, they influence fundamental strategic choices in services marketing. The course addresses service quality, the importance of employees in service organisations, the role of the service environment and service-delivery processes, as well as strategic positioning and communication, service pricing, and the creation and management of long-term customer relationships.

Teaching units:

1. Definition of services and service characteristics relevant to marketing.
2. Distinctive features of consumer behaviour in services.
3. Product decisions in services.
4. Distribution of services in physical and electronic markets.
5. Service pricing.
6. Communication and its role in services.
7. Design and management of service-delivery processes (service blueprinting).
8. Design of the service environment and the overall physical evidence of the service.
9. Human-resource management in services.
10. Customer-complaint management in services.
11. Quality management in service delivery.
12. Development, maintenance and management of customer relationships in services.
13. Marketing of B2B services.

RECOMMENDED BIBLIOGRAPHY

- Avlonitis, G., Tsiotsou, R., and Gounaris, S. (2015). Services Marketing, 1st ed. Broken Hill Publishers Ltd.
- Wirtz, Jochen, and Lovelock, Christopher (2018). Services Marketing, 1st ed. Disigma.
- Gounaris, Spyridon, and Karantinou, Kalypso (2014). Services Marketing, 3rd ed. Rosili.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260702

SEMESTER: 7th

COURSE TITLE: Digital Marketing

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210702_Per_Pshfiako-mkt.pdf

LEARNING OUTCOMES

The course presents new opportunities at both strategic and tactical levels and links them to the overall marketing strategy of an organisation or company. Upon successful completion, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe and identify the principal tools of digital marketing and apply them at an introductory level.
2. Comprehension: Distinguish and explain the necessary theoretical background in Digital Marketing through an interdisciplinary approach.

SKILLS

3. Application: Classify and examine appropriate tools according to marketing objectives and market data; identify research opportunities in Digital Marketing and gain experience in designing and conducting relevant research projects.
4. Analysis: Design the principal dimensions of the practical use of Digital Marketing applications in organisations and identify the main issues associated with their effective use.
5. Synthesis: Organise and explain the opportunities offered by Information Systems for implementing actions within strategic Marketing planning.

COMPETENCES

6. Evaluation: Compare and evaluate digital marketing strategies; assess traditional marketing activities and digital tools within an e-marketing plan; evaluate the effectiveness of digital-marketing actions.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Teamwork
- Adapting to new situations
- Project planning and management

COURSE CONTENT

Marketing increasingly uses the Internet and digital media both to communicate messages and as platforms for implementing strategies based on core marketing principles. Digital technologies now play a decisive role in shaping contemporary markets and create new conditions, opportunities and tools for marketing.

- Digital economy and digital revolution/digital transformation
- Introduction to Digital Marketing
- Digital Marketing research

COURSE CONTENT - CONTINUED

- Personal data (GDPR) and digital marketing
- The digital consumer; customer experience; customer journey
- E-retailing and Digital Marketing
- Integrated Digital Marketing Communications
- Online advertising formats and applications
- Affiliate marketing, viral marketing, email marketing and video marketing
- Social Media Marketing
- Search advertising, SEO, SEM and Google AdWords
- Strategic Digital Marketing planning
- Electronic Customer Relationship Management (e-CRM); innovative applications and trends in Digital Marketing

RECOMMENDED BIBLIOGRAPHY

- Vlachopoulou, M. (2019). Digital Marketing. Rosili. Eudoxus Book Code 86053196.
- Siomkos, G., and Tsiamis, I. (2019). Electronic Marketing. Broken Hill Publishers Ltd. Eudoxus Book Code 86056119.

RELEVANT SCIENTIFIC JOURNALS

- Journal of Direct, Data and Digital Marketing Practice
- Journal of Interactive Marketing
- International Journal of Internet Marketing and Advertising
- International Journal of Research in Marketing
- Social Networks: An International Journal of Structural Analysis

COURSE OUTLINE

COURSE CODES: 260703 / 260708

SEMESTER: 7th

COURSE TITLE: Project Management

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Knowledge Specialisation

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210703_Per_Dioikhsh-k-diaxeirish-ergwn.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe, identify and recognise the broader framework of different forms of management.
2. Comprehension: Explain and develop a deeper understanding of Management Science and the particularities of its application according to purpose and sector.

SKILLS

3. Application: Calculate parameters of productivity, efficiency and effectiveness in operations and processes.
4. Analysis: Combine knowledge and skills in project management in order to design and execute projects and processes in unfamiliar environments.
5. Synthesis: Organise knowledge and understanding of project management and use advanced tools and methods to redesign and reorganise problematic projects and processes arising in field applications.

COMPETENCES

6. Evaluation: Integrate knowledge and formulate judgements even when data are incomplete or limited.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas

COURSE CONTENT

Theory:

1. Introduction to project management.
2. Measurement of capacity, efficiency and productivity.
3. Total Quality Management.
4. Leadership and guidance.
5. Leadership theories.
6. Decision trees.
7. Processes and process design.
8. Production-capacity planning.

COURSE CONTENT - CONTINUED

9. Introduction to linear programming.
10. Work measurement.
11. Work-process design.
12. Project time-management methods.
13. Integrated project-management problem solving and process scheduling.

RECOMMENDED BIBLIOGRAPHY

1. Pinto, Jeffrey K. Project Management: Achieving Competitive Advantage. Eudoxus Book Code 59395324. 1st ed., 2016. ISBN 9789963258901. Broken Hill Publishers Ltd.
2. Polyzos, Serafeim. Project Management. Eudoxus Book Code 77109652. 3rd ed., 2018. ISBN 978-960-586-254-1. Kritiki Publications.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODES: 260704 / 260710

SEMESTER: 7th

COURSE TITLE: Business Intelligence and Analytics

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 1 weekly teaching hour

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Knowledge Specialisation

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210708_Per_Epixeirhmatikh-eyfyia-k-analytikh.pdf

LEARNING OUTCOMES

In the contemporary business environment, organisations must continuously monitor, identify and understand their activities and operating environment through data collection and analysis, in order to support informed managerial decision-making and evidence-based planning.

Business Intelligence and Analytics concerns methods and processes for extracting data, transforming them into knowledge and applying that knowledge to a broad range of management and marketing tasks, including trend discovery, customer-behaviour analysis, multi-criteria decision making and performance evaluation. Business Intelligence uses specialised tools for statistical analysis and data visualisation, as well as data mining, machine learning and artificial intelligence.

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise and describe concepts, theories and problems related to Business Intelligence in the contemporary business and technological environment.
2. Comprehension: Become familiar with Business Intelligence technologies and generalise their practical application within an organisation.

SKILLS

3. Application: Assess the scope, capabilities and limitations of available Business Intelligence technologies.
4. Analysis: Design and develop objectives and select appropriate tools for achieving them.
5. Synthesis: Explain the importance of Business Intelligence for successful business development.

COMPETENCES

6. Evaluation: Evaluate one's own professional career development.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment

COURSE CONTENT

The course combines accessible data-science theory, applications and software demonstrations in lectures, together with laboratory project work undertaken by students.

COURSE CONTENT - CONTINUED

- Introduction to Business Intelligence concepts; common applications, approaches and practices; the role of management/marketing executives.
- Categories of methods, fundamental principles and available technologies.
- Data sources; data collection, organisation and evaluation; major providers of data and big-data management services.
- Presentation of Business Intelligence software suitable for business executives; introduction to the RapidMiner analytical environment.
- Descriptive analytics: statistical processing and aggregates, reports, data visualisation and intelligent dashboards.
- Online Analytical Processing (OLAP) and data warehouses.
- Classification and prediction methods.
- Application to customer-satisfaction analysis.
- Segmentation/classification methods; application to market segmentation and customer profiling.
- Association rules (market-basket analysis); application to needs analysis and the design of offer bundles.
- Recommender systems; application to personalised promotional activities.
- Free-text processing and sentiment analysis; application to trend monitoring through social-media comments.
- Knowledge-management systems for decision support.

RECOMMENDED BIBLIOGRAPHY

- Stalidis, G., and Kardaras, D. (2015). Data Management and Business Intelligence [electronic book]. Athens: Hellenic Academic Libraries Link. Available at <http://hdl.handle.net/11419/1161>
- Kyrkos, Efstathios (2016). Business Intelligence and Data Mining: Knowledge Discovery for Business Decision-Making [electronic book]. Athens: Hellenic Academic Libraries Link. Available at <http://hdl.handle.net/11419/1226>
- Roiger, Richard J., and Geatz, Michael W. (2008). Data Mining: A Tutorial-Based Primer. Kleidarithmos.
- Dunham, Margaret H. (2004). Data Mining. New Technologies Publications.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260706

SEMESTER: 7th

COURSE TITLE: Public Relations

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Public Relations is an essential organisational function and plays a major role in communication. Public-relations programmes support advertising activity and can substantially improve its effectiveness when organisational, product and service image issues are addressed appropriately.

The course examines the full range of Public Relations capabilities for communication and promotion. Students study the role of Public Relations in the contemporary communication environment and the forces that shape it, together with the theory of strategic management of Public Relations and the process of developing, implementing and evaluating PR strategy. Objectives, strategies and tactics are presented, with particular emphasis on ethical issues. Different action and communication strategies used by PR practitioners are examined through case studies, together with the principal tactical tools available when developing strategy.

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Understand the concept of Public Relations and recognise its fundamental role and contribution to strategic business planning; recognise the importance of strategic PR management in organisational communication planning; understand the legal framework and ethical and professional-conduct issues governing responsible PR practice.
2. Comprehension: Distinguish, compare and contrast the role of PR managers with other communication techniques; distinguish corporate Public Relations from marketing Public Relations.

SKILLS

3. Application: Apply and adapt fundamental PR concepts to professional practice.
4. Analysis: Develop effective PR programmes through analysis, planning and use of PR tools.
5. Synthesis: Formulate appropriate PR strategies supported by effective tactical actions.

COMPETENCES

6. Evaluation: Judge the suitability of PR activities through case-study analysis and compare alternative Public Relations strategies.

GENERAL COMPETENCES

- Decision-making

GENERAL COMPETENCES - CONTINUED

- Independent work
- Demonstrating social, professional and ethical responsibility and sensitivity
- Promoting free, creative and inductive thinking
- Critical thinking

COURSE CONTENT

Indicative units:

1. Historical development of Public Relations; definition and conceptual understanding; theoretical foundations; case study.
2. Objectives of Public Relations and their role in management; Public Relations, Marketing and Advertising; differentiation from other communication functions.
3. Communication as a systematic activity for transmitting messages; traditional and contemporary forms of communication.
4. Fundamental PR concepts and tools; Digital Public Relations.
5. Public opinion, persuasion, attitudes and corporate reputation management.
6. Public Relations as a management process; relationship between PR and organisational management; planning and strategy.
7. Public Relations plan: idea generation, creative phase, communication campaign and objectives; case study.
8. Public Relations agencies and departments; internal PR, employee relations and costing.
9. Ethics and professional conduct in Public Relations; corporate codes of ethics; case study.
10. Media relations: press releases, photographs and interviews; implementation methods.
11. Public Relations and consumers; Public Relations and politics.
12. Crisis management: case-based analysis of PR actions under crisis conditions.
13. The future of Public Relations and emerging industry trends.

RECOMMENDED BIBLIOGRAPHY

- Seitel, Fraser P. (2018). Public Relations: Theory and Applications. Paschalidis.
- Morris, Trevor, and Goldsworthy, Simon (2017). Contemporary Public Relations. Kleidarithmos.
- Xygi, M. (2012). Public Relations: Theoretical Approaches and Practical Applications. Propompos, Athens.
- Papalexandri, N., and Lymperopoulos (2014). Public Relations, 3rd ed. Georgios Sot. Benos, Athens.
- Hendrix, J. (2008). Public Relations: Case Studies. G. Parikos & Co., Athens.
- Alvanos, R. (2016). Public Relations: Theory and Practice of Professional Communication. Epikentro.
- Arnaoutoglou, E. (2014). Public Relations: A Contemporary Approach. Rosili, Athens.
- Kelleher, T. (2007). Public Relations Online. Sage, Thousand Oaks/London.
- Grunig, J., and Grunig, L. (2000). "Public Relations in Strategic Management and Strategic Management of Public Relations: Theory and Evidence from the IABC Excellence Project." *Journalism Studies*, 1(2), 303-321.
- Austin, E., and Pinkleton, B. (2001). Strategic Public Relations Management: Planning and Managing Effective Communication Programs. Lawrence Erlbaum Associates.
- Smith, R. (2002). Strategic Planning for Public Relations. Lawrence Erlbaum.

RELEVANT SCIENTIFIC LITERATURE

- Kotler, P., and Mindak, W. (1978). "Marketing and Public Relations." *Journal of Marketing*, 42(4), 13-20.
- Grunig, J., and Grunig, L. (2000). *Journalism Studies*, 1(2), 303-321.
- Hazleton, V., and Long, L. (1985). "The Process of Public Relations: A Model." *International Communications Association*, Honolulu.
- Ferguson, M. A. (2018). *Journal of Public Relations Research*, 30(4), 164-178.
- Eyrich, N., Padman, M. L., and Sweetser, K. D. (2008). *Public Relations Review*, 34(4), 412-414.
- Kruckeberg, D., and Vujnovic, M. (2010). *International Journal of Strategic Communication*, 4(2).
- Moreno, A., Zeffass, A., Tench, R., Vercic, D., and Verhoeven, P. (2009). *Public Relations Review*, 35(1), 79-82.
- Watson, T. (2012). *Public Relations Review*, 38(3), 390-398.

COURSE OUTLINE

COURSE CODE: 260707

SEMESTER: 7th

COURSE TITLE: Personal Selling

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

The course describes sales tactics and functions and enables students to acquire fundamental skills in applying selling techniques across different market categories. It also provides knowledge through real business and sales case studies and examines the advantages of new markets in professional and everyday contexts.

KNOWLEDGE

1. Knowledge: Recognise and identify different sales categories; describe the fundamental functions of markets and selling; identify types of customers and salespeople and the principal consumer/customer profiles.
2. Comprehension: Distinguish differences among customers, salespeople and markets; understand the importance of personal-selling networks; explain different categories of consumers and customers; identify key elements of market systems and understand the basic structure of personal-selling services.

SKILLS

3. Application: Identify the practical operation of the main functions of sales personnel in the market.
4. Analysis: Identify the target audience and market in which analysis and sales activity should be undertaken.
5. Synthesis: Classify customer segments and respond appropriately to their diversity.

COMPETENCES

6. Evaluation: Evaluate the fundamental characteristics of market systems; assess advantages arising from previous business actions through case studies; evaluate the operation of firms and the markets in which they act professionally and in an advisory capacity as salespeople.

GENERAL COMPETENCES

Upon completion, students will be able to analyse and synthesise personal-selling data and adapt them to new business-market situations.

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Project planning and management
- Respect for diversity and multiculturalism
- Respect for the natural environment

COURSE CONTENT

Theory:

1. Excellence in selling.
2. Sales professionals.
3. Customer and salesperson behaviour; telephone behaviour.
4. The art of personal selling.
5. Presentation of real business challenges.
6. Successful selling: the salesperson's personality.
7. Successful selling: how beliefs and values affect sales success; personal branding.
8. Performance and selling: the sales process as an improvement tool; setting appropriate goals.
9. Managing sales information; the C3 model; foundations of effective influence.
10. The importance of asking the right questions; listening and learning; collective negotiation; how to sell; the modern consumer.
11. Prospecting research; first meetings with prospective customers; identifying what the customer wants and needs.
12. Building customer trust; drafting proposals for successful sales; persuasive speaking; making constructive use of objections.
13. Closing and commitment; relationship management; priorities in customer management.

RECOMMENDED BIBLIOGRAPHY

- Cassell, Jeremy, and Bird, Tom. Successful Selling. Rosili Publications.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260709

SEMESTER: 7th

COURSE TITLE: International Management

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the effects of economic agreements on integration and effectiveness, with particular emphasis on the European Union and the future challenges it faces.
2. Comprehension: Understand the factors that lead firms to internationalise their operations; distinguish international from domestic firms; describe the environment in which international businesses operate.

SKILLS

3. Application: Discuss the importance of a corporate "global mindset"; explain the relationship between internationalisation strategies and human-resource-management approaches; explain the management of host-country/third-country nationals and expatriates.
4. Analysis: Understand the importance of culture for international business; analyse the social and economic elements of culture, the role of technology within culture and Hofstede's cultural-value dimensions.
5. Synthesis: Explain international strategy and international competitive advantage and distinguish the principal corporate internationalisation strategies.

COMPETENCES

6. Evaluation: Recognise the importance of organisational-structure design for international businesses; describe existing organisational structures; explain decision-making between parent and subsidiary units; and identify the role and forms of parent-company control over subsidiaries.

GENERAL COMPETENCES

- Searching, analysing and synthesising market data and information using appropriate methodology and the necessary technologies
- Decision-making
- Working in an international environment
- Project planning and management
- Working in an interdisciplinary environment

COURSE CONTENT

1. Introduction to international business; elements of international trade and foreign direct investment.
2. Conditions and levels of economic integration; regional economic-cooperation initiatives.
3. Global environmental forces: social and political forces.
4. Global environmental forces: economic, political and legal/regulatory forces.

COURSE CONTENT - CONTINUED

5. Internationalisation strategies.
6. Organisational design and control of internationalised enterprises.
7. Case analysis.
8. Structure of managerial activity; application of fundamental management functions in the workplace.
9. Human-resource planning; performance appraisal.
10. Training, education and staff development.
11. Management Information Systems.
12. Problem solving and decision making.
13. Negotiation management.

RECOMMENDED BIBLIOGRAPHY

- Ball, D. A., Geringer, J. M., Minor, S. M., and McNett, M. J. (2014). International Business: The Challenge of Global Competition. Epikentro.
- Thanopoulos, G. N. (2012). International Business: Environment, Structure and Challenges. Interbooks.
- Deresky, H. (2014). International Management: Managing Across Borders and Cultures - Text and Cases, 8th ed. Prentice Hall.

RELEVANT SCIENTIFIC JOURNALS AND PERIODICALS

- Journal of International Management
- European Journal of International Management
- Management International Review
- Fortune
- Businessweek
- Financial Times

COURSE OUTLINE

COURSE CODE: 260711

SEMESTER: 7th

COURSE TITLE: Business Models

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Knowledge Specialisation

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=340>

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Combine analytical and critical-thinking skills relating to strategic-management theories and approaches, and develop sound knowledge of different strategic-management models and tools.
2. Comprehension: Distinguish an organisation's mission, purposes and objectives.

SKILLS

3. Application: Classify and assess an organisation's key success factors.
4. Analysis: Combine and differentiate organisational resources and capabilities, core competencies and dynamic capabilities, including distinctions among categories of business resources.
5. Synthesis: Identify and synthesise competitive forces in the market and different types of competitive advantage.

COMPETENCES

6. Evaluation: Explain how value is created through cost-leadership and differentiation strategies; compare and evaluate the importance of creativity and innovation for strategic success.

GENERAL COMPETENCES

- Searching, analysing and synthesising market data and information using appropriate methodology and the necessary technologies
- Adapting to new situations
- Decision-making
- Working in an international environment
- Project planning and management
- Critical and self-critical thinking
- Working in an interdisciplinary environment
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Demonstrating social, professional and ethical responsibility and sensitivity to gender issues
- Promoting free, creative and inductive thinking

COURSE CONTENT

This elective course is intended for students wishing to deepen their knowledge of the relatively new field of business models, which concerns how an organisation creates and delivers value. Value is understood broadly and may include economic, social or other forms of value. In the literature, a business model is described as a blueprint for how a firm conducts business: how it selects customers, defines and differentiates products and services, determines which activities to perform internally or outsource, configures available resources and engages with its environment to create customer utility and capture returns.

COURSE CONTENT - CONTINUED

A widely used framework for representing a business model is the Business Model Canvas, a strategic-management template for developing new or documenting existing business models.

Theory and case studies:

Week 1: Introduction to Business Models; fundamental concepts and examples using audiovisual material.

Week 2: Detailed presentation of the Osterwalder & Pigneur Business Model Canvas.

Week 3: Detailed case-study presentation based on the Osterwalder & Pigneur canvas.

Week 4: Innovation in business models; distinction between business models of innovation and innovative business models.

Week 5: Open business models and opportunity exploitation; presentation by a doctoral candidate.

Week 6: Business models of public organisations and common-pool resources; presentation by a doctoral candidate.

Week 7: Preparation of students' written assignments.

Week 8: Presentation of written assignments.

Week 9: Preparation of student group projects.

Weeks 10-12: Presentation of student projects.

Week 13: Review of course material and presentation of project evaluations.

RECOMMENDED BIBLIOGRAPHY

- Osterwalder, A., and Pigneur, Y. Business Model Generation. 1st ed., 2017. Broken Hill Publications.
- Valvi, Theodora, Karagiannis, Ilias, and Vliamos, Spyros. Business Model Innovation. 2nd ed., 2019. Disigma Publications.

RELEVANT SCIENTIFIC JOURNALS

- Journal of Business Models
- Strategic Management Journal
- Academy of Management Review
- Long Range Planning
- Harvard Business Review
- MIT Sloan Management Review

COURSE OUTLINE

COURSE CODES: 260712 / 260718

SEMESTER: 7th

COURSE TITLE: Quality Management

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Knowledge Specialisation

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210723_Per_Dioikhsh-poiothtas2.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the concept of Total Quality Control (TQC) and the parameters affecting it; combine self-assessment tools to diagnose quality characteristics.
2. Comprehension: Distinguish Total Quality Management (TQM) and the parameters affecting it; explain Quality Assurance Systems (QAS).

SKILLS

3. Application: Examine and develop a quality product or service, including Failure Mode and Effects Analysis (FMEA); apply Total Quality Management and other Quality Assurance Systems.
4. Analysis: Combine total-quality models and awards, such as EFQM and the Deming Prize.
5. Synthesis: Organise and apply widely used quality tools and techniques, including brainstorming, affinity diagrams, cause-and-effect diagrams, benchmarking, control charts, histograms, Pareto charts and scatter diagrams.

COMPETENCES

6. Evaluation: Compare theoretical and practical knowledge of International Organization for Standardization (ISO) quality standards; measure, calculate and analyse the cost of quality, considering multiple possible failure sources, and apply techniques for optimising quality costs by reducing cost while improving quality.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Team and/or individual work
- Working in an interdisciplinary environment
- Generating new research ideas
- Project planning and management
- Demonstrating social, professional and ethical responsibility
- Critical and self-critical thinking
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Introduction to Total Quality Management.
2. Conceptual definition of quality; Total Quality Management, prerequisites, benefits and barriers.
3. Levels of TQM implementation.
4. Quality planning.

COURSE CONTENT - CONTINUED

5. Models for implementing Total Quality Management.
6. Service/product certification and corrective actions.
7. Quality Assurance Systems.
8. Total Quality programme.
9. Tools and techniques for quality improvement.
10. Quality circles; approaches to quality according to Deming, Juran, Crosby, Garvin, Ishikawa and Taguchi.
11. Total Quality awards.
12. ISO Quality Management Systems.
13. Design of a customer-satisfaction system.

RECOMMENDED BIBLIOGRAPHY

- Kiran, D. R. (2016). Total Quality Management: Key Concepts and Case Studies.
- Mizuno, S. (2020). Management for Quality Improvement: The 7 New QC Tools.
- Tricker, R. (2019). Quality Management Systems: A Practical Guide to Standards.

RELEVANT SCIENTIFIC JOURNALS

- Accreditation and Quality Assurance
- International Journal of Quality and Service Sciences
- Journal of Quality Assurance in Hospitality & Tourism

COURSE OUTLINE

COURSE CODES: 260713 / 260721

SEMESTER: 7th

COURSE TITLE: Information Systems Security and Privacy Protection

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Knowledge Specialisation

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210718_Per_Asfaleia-plhroforiakwn-systhmatwn.pdf

LEARNING OUTCOMES

The course introduces fundamental cryptographic concepts and explains how they are applied more broadly to computer-system security. Upon successful completion, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe the fundamental concepts required to understand cryptography and computer-system security.
2. Comprehension: Distinguish the principal risks to personal-data security and privacy.

SKILLS

3. Application: Examine the principles and effectiveness of widely used data-protection methods.
4. Analysis: Combine and develop different applications of information-security techniques within an organisation's information systems.
5. Synthesis: Create and formulate an Information System Security Plan.

COMPETENCES

6. Evaluation: Compare and evaluate case studies.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Independent work
- Teamwork
- Critical and self-critical thinking
- Promoting free, creative and inductive thinking
- Decision-making

COURSE CONTENT

1. Introductory security concepts; review of cryptography concepts.
2. Attack models.
3. Authentication and access control.
4. Database security.
5. Network-layer security; transport-layer security.
6. Application-layer security.
7. Domain-name security; wireless-network security.
8. Perimeter security: firewalls, intrusion-prevention systems, etc.
9. Malware.
10. Software security.
11. Operating-system security.
12. Security management and standards, e.g. ISO 27000.

COURSE CONTENT - CONTINUED

13. Legal issues in network and systems security.

RECOMMENDED BIBLIOGRAPHY

- Katsikas, S., Gritzalis, S., and Lambrinoudakis, K. (2020). Information & Systems Security in Cyberspace. New Technologies Publications.
- Stallings, W. (2011). Cryptography and Network Security: Principles and Practice. Ion Publications.
- Stallings, W. (2008). Network Security Essentials: Applications and Standards. Kleidarithmos.
- Stallings, W., and Brown, L. (2016). Computer Security: Principles and Practice. Kleidarithmos. ISBN 978-960-461-668-8.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260714

SEMESTER: 7th

COURSE TITLE: Distribution Channels in Tourism and Air Transport

INDEPENDENT TEACHING ACTIVITIES

Lectures: 1 weekly teaching hour

Practical Exercises: 0

Laboratory Exercises: 2 weekly teaching hours

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210720_Per_Kanalia-dianomhs-ston-tourismo-k-aerometaforres.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the role and importance of distribution channels for tourism products and services.
2. Comprehension: Distinguish the types and characteristics of different distribution channels.

SKILLS

3. Application: Use electronic reservation systems in practice and make online reservations for accommodation, airlines and ferry companies.
4. Analysis: Combine reservations through a system for airline tickets, hotels, ferries, trains and excursion packages; price and issue transport documents in accordance with international regulations and customer requirements.
5. Synthesis: Propose and interpret passenger-transport terminology and procedures; prepare and recommend transport-related documentation.

COMPETENCES

6. Evaluation: Compare transport legislation and passenger rights, and use the full range of system capabilities to provide comprehensive tourism services.

GENERAL COMPETENCES

Upon successful completion, students will be able to:

- Search, analyse and synthesise data and information using the necessary technologies
- Adapt to new situations
- Make decisions
- Work independently
- Work in teams
- Work in an international environment
- Work in an interdisciplinary environment
- Generate new research ideas

COURSE CONTENT

Reservation systems are examined in terms of their creation and organisation, sales methods, pricing, IATA transport terminology and practical operation. The course also covers global airline geography, airport study and operations, reservation costing, the advantages and disadvantages of systems in tourism-package creation, customer psychology, companies and products using the systems, comparative pricing policy and travel-agency operations through reservation systems.

1. Global Distribution Systems (GDS).
2. GDS pricing policy.

COURSE CONTENT - CONTINUED

3. GDS terminology.
4. Presentation of the Amadeus GDS.
5. Coding, decoding and miscellaneous help entries.
6. Availability / sell seat.
7. Reservation (PNR).
8. Cancellation.
9. Divide - pricing.
10. Special services.
11. Hotel availability.
12. Hotel sell.
13. Rail availability / rail sell.

RECOMMENDED BIBLIOGRAPHY

- Varvaresos, S. (1997). *Tourism: Economic Approaches*. Propompos, Athens.
- Apostolopoulos, E. et al. (1996). *Greek Tourism: Myths & Reality*. Nubis, Athens.
- Zacharatos, G. (1999). *Economics of Tourism & Organisation of Tourism Travel*. Hellenic Open University, Patras.
- Igoumenakis, N., Kravaritis, K., and Lytras, P. (1999). *Introduction to Tourism*. Interbooks, Athens.
- Igoumenakis, N. (1999). *Tourism Marketing*. Interbooks, Athens.
- Kapsi, N. "The Holidays of the Future: Developments and Trends Shaping the Future Holiday Model." *Tourism and Economy*, Issue 295.
- Lagos, D. (2005). *Tourism Economics*. Kritiki, Athens.
- Sitaras, Thomas, and Tzenos, Christos (2004). *Tourism Marketing and Quality Service*. Interbooks, Athens.
- Kilipiris, Fotis (2009). *Sustainable Tourism Development and the Small and Medium-sized Tourism Enterprise*. Thessaloniki.
- Chytiris, L. (2004). *Service Quality in Travel Agencies (IATA)*. Tourism and Economy, Athens.
- Goeldner, R. C. (1998). "The evaluation of tourism as an industry and a discipline." University of Surrey, UK.
- Goeldner, C. R., and Ritchie, J. R. B. (2012). *Tourism: Principles, Practices, Philosophies*, 12th ed. John Wiley & Sons.
- Bowie, D., and Buttle, F. (2012). *Hospitality Marketing: An Introduction*. Butterworth-Heinemann.
- Pitt, L., Berthon, P., and Berthon, J. P. (1999). "Changing Channels: Impact of the Internet on Distribution Strategy." *Business Horizons*.
- Buhalis, D. (1998). "Strategic use of information technologies." *Tourism Management*.
- Buhalis, D. (2003). *eTourism: Information Technology for Strategic Tourism Management*. Pearson.
- Buhalis, D., and Law, R. (2008). "Progress in information technology and tourism management: 20 years on and 10 years after the Internet." *Tourism Management*.
- Buhalis, D., and Laws, E. (2001). *Tourism Distribution Channels*. Continuum.
- Buhalis, D., and Licata, C. (2002). "The future of eTourism intermediaries." *Tourism Management*.
- Buhalis, D., and O'Connor, P. (2005). "Information communication technology revolutionizing tourism." *Tourism Recreation Research*.
- Buhalis, D., and Zoge, M. (2007). "The strategic impact of the Internet on the tourism industry." In *Information and Communications Technologies in Tourism*. Springer.
- Harris, J. P. (1995). "A development strategy for the hospitality operations management curriculum." *International Journal of Contemporary Hospitality Management*, 7.
- Jafari, J. (1987). "Tourism Models: the sociocultural aspects." *Tourism Management*, 8.
- Chircu, A. M., and Kauffman, R. J. (1999-2000). *Research on Internet-focused reintermediation and e-business systems in corporate travel distribution*.
- Giaglis, G. M., Klein, S., and O'Keefe, R. M. (1999). "Disintermediation, reintermediation, or cybermediation?" *Proceedings of the International Bled Electronic Commerce Conference*.
- Kracht, J., and Wang, Y. (2010). "Examining the Tourism Distribution Channel: Evolution and Transformation." *International Journal of Contemporary Hospitality Management*, 22.
- McCubbrey, D. (1999). "Disintermediation and reintermediation in the U.S. air travel distribution industry: A Delphi..." [entry continues in the source].

COURSE OUTLINE

COURSE CODE: 260716

SEMESTER: 7th

COURSE TITLE: Information Systems and Computer Applications in Tourism and Hospitality

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 2 weekly teaching hours

TOTAL: 4 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

The course defines the concepts of data, information data, information, system, subsystem, information system and their applications in tourism enterprises. Upon successful completion, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the sequence from data and information to knowledge and decision-making, and understand the application of Property Management Systems (PMS), internet applications and online collaboration tools used by tourism enterprises.
2. Comprehension: Distinguish information systems from information-technology and computing systems; identify system subsystems and assess the systems with which each subsystem interacts.

SKILLS

3. Application: Classify management information needs at all organisational levels for decision-making; determine which subsystems and applications should be included in each system; identify where systems obtain and transfer data; identify system forms/screens and their purpose.
4. Analysis: Develop understanding of the technological infrastructure of information systems, stand-alone applications and integrated application groups/packages that form PMS subsystems. Examine applications serving rooms, food and beverage, sales, human resources and finance so that all hospitality activities can be effectively controlled and appropriate decisions made. Combine internet applications with the systems that use them and identify where business debtors and creditors are represented.
5. Synthesis: Organise types of information systems by category and organisational level; explain information flows by system type; propose types and categories of information; recognise how information systems support decision-making in tourism enterprises; explain internet applications adopted by tourism enterprises.

COMPETENCES

6. Evaluation: Evaluate hospitality-enterprise websites and recommend changes or additional applications so that they operate effectively and integrate with booking engines and partners such as travel agencies, tour operators and online travel agents. Recommend an appropriate system for a hospitality enterprise according to capacity and departments so that management can effectively control operations.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies

GENERAL COMPETENCES - CONTINUED

- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Respect for the natural environment
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Introduction to Tourism and Information and Communication Technologies.
2. The digital tourism environment.
3. Travel intermediaries and information technology.
4. The Internet and the tourist.
5. Social media and tourism.
6. Mobile applications and information technologies.
7. Aviation and information technologies.
8. Ground transport and information technologies.
9. Information systems in the hospitality industry.
10. Technology-enabled visitor experiences.
11. Destination management and smart destinations.
12. Sustainable tourism and information technologies.
13. The future of information technologies and tourism.

RECOMMENDED BIBLIOGRAPHY

- Benckendorff, P. J., Xiang, Z., and Sheldon, P. J. (2023). Information Systems in Tourism. 1st ed. ISBN 9789925350391. Broken Hill Publishers Ltd.
- Nerantzis, K. (2018). Information Systems and Applications in Hospitality Enterprises.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260717

SEMESTER: 7th

COURSE TITLE: Geographic Information Systems in Tourism

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Skills Development

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek, English and French

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210521_Per_Gewgrafika-systhmata-plhroforiwn-ston-tourismo.pdf

LEARNING OUTCOMES

Geographic Information Systems (GIS) constitute an innovative decision-support tool in many disciplines. The course presents the applicability of GIS to tourism studies. The learning outcomes are as follows:

KNOWLEDGE

1. Knowledge: Develop the ability to manage spatiotemporal information by identifying data characteristics and describing, combining and extracting information.
2. Comprehension: Distinguish and assess the significance of spatiotemporal data and draw general conclusions.

SKILLS

3. Application: Classify spatiotemporal information in multilayer maps, produce derivative maps and perform calculations based on entity attributes.
4. Analysis: Combine information layers in order to develop maps that represent important information for the rational management of tourism activities.
5. Synthesis: Create maps; synthesise and organise spatiotemporal information; reorganise and reconstruct maps according to current decision-making needs, with direct application in tourism.

COMPETENCES

6. Evaluation: As GIS is a decision-support tool, rationally evaluate and compare spatiotemporal data in order to identify and define appropriate sustainable-tourism-development actions.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Respect for the natural environment
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Introduction to Geographic Information Systems (GIS).

COURSE CONTENT - CONTINUED

2. Conventional and real-time maps.
3. Introduction to ArcGIS: ArcCatalog.
4. Introduction to ArcGIS: ArcMap.
5. Spatiotemporal data: input and management.
6. Creation of layers and their role in GIS methodology.
7. Representation of entities.
8. Linking attributes to entities.
9. Presentation of results and map creation.
10. Operations and selections on a GIS map.
11. GIS maps as management and decision-support tools.
12. Linking GIS maps to tourism products for tourism professionals.
13. Linking GIS maps to tourism products for users [the source line is incomplete].

RECOMMENDED BIBLIOGRAPHY

- Chaudhuri, S., and Ray, N. (2018). GIS Applications in the Tourism and Hospitality Industry. IGI Global. ISBN 978-1522550884, 343 pp.
- Bolstad, P. (2019). GIS Fundamentals: A First Text on Geographic Information Systems. XanEdu Publishing Inc. ISBN 978-1593995522, 764 pp.
- Longley, P. A., Goodchild, M. F., Maguire, D. J., and Rhind, D. W. (2021). Geographic Information Systems and Science. Kleidarithmos. ISBN 978-960-645-185-0.

RELEVANT SCIENTIFIC JOURNALS

- Tourism Geographies
- Tourism Management
- Journal of Sustainable Tourism
- Environmental Monitoring and Assessment
- Technology & Tourism
- International Journal of Tourism Research
- Tourism Management Perspectives
- Cartography and Geographic Information Systems
- Progress in Human Geography
- International Journal of Remote Sensing

COURSE OUTLINE

COURSE CODE: 260719

SEMESTER: 7th

COURSE TITLE: Greek Culture and Tourism

INDEPENDENT TEACHING ACTIVITIES

Lectures: 1 weekly teaching hour

Practical Exercises: 2 weekly teaching hours

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210724_Per_Ellhnikos-politismos-k-tourimos.pdf

LEARNING OUTCOMES

The course provides students with fundamental knowledge of the development of Greek culture across historical periods, including the corresponding tangible and intangible cultural products and their relationship with tourism. Students are expected to appreciate and use Greek cultural resources responsibly and to act as effective ambassadors of Greek culture.

KNOWLEDGE

1. Knowledge: Recognise and appreciate the richness of Greek culture so that it can be appropriately used in tourism.
2. Comprehension: Distinguish among the different periods in the long development of Greek culture and promote the country's cultural products on an informed basis.

SKILLS

3. Application: Discover, design, synthesise, enrich and propose attractive cultural thematic routes throughout Greece.
4. Analysis: Understand and support the contribution of Greek culture to European civilisation, as well as Europe's contribution to the formation of modern Greece.
5. Synthesis: Develop critical thinking in relation to universal values represented in Greek culture, including respect and tolerance, courtesy and compassion, understanding and altruism, justice and the concept of good citizenship.

COMPETENCES

6. Evaluation: Develop critical judgement and evaluate research skills through the study of primary sources, including texts and objects.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Respect for the natural environment
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Introduction to Greek Culture and Tourism. Prehistory: Palaeolithic, Mesolithic and Neolithic periods; sites and monuments in Greece.

COURSE CONTENT - CONTINUED

2. Bronze Age: Minoan, Cycladic and Mycenaean worlds; sites and monuments in Greece.
3. Geometric period: characteristic sites and monuments in Greece.
4. Archaic period: characteristic sites and monuments in Greece.
5. Classical period: characteristic sites and monuments in Greece.
6. Hellenistic period: characteristic sites and monuments in Greece.
7. Roman and Early Christian periods: characteristic sites and monuments in Greece and abroad.
8. Byzantine period: sites and monuments in Greece and abroad.
9. Post-Byzantine period: characteristic sites and monuments in Greece.
10. Modern period: characteristic sites and monuments in Greece.
11. Post-Byzantine/Ottoman period: characteristic sites and monuments in Greece.
12. Modern era, from 1830 to the present: characteristic sites and monuments in Greece.
13. History of tourism in Greece.

RECOMMENDED BIBLIOGRAPHY

- Toynbee, Arnold J. The Greeks and Their Heritages. Psychogios.
- Glykatzi-Ahrweiler, Helene. How Greek Is Byzantium? How Byzantine Are Modern Greeks? Dardanos.
- Savvidis, Alexis G. K., and Baloglou-Salkitzoglou, Christos P., eds. Ancient, Byzantine and Modern Greek History, Philosophy and Culture. Byzantinos Domos.

ADDITIONAL BIBLIOGRAPHY

- Snell, B. The Discovery of the Mind: The Greek Origins of European Thought, trans. T. G. Rosenmeyer (1954).
- Bonnard, A. Ancient Greek Civilisation, Vols. I-III (1991). Themelio.
- Glykatzi-Ahrweiler, E. The Making of Europe (2000).
- Glykatzi-Ahrweiler, E. Why Byzantium? 1st ed. (2009). Ellinika Grammata, Athens.

ADDITIONAL MATERIAL

Electronic lecture notes in Greek and English.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260720

SEMESTER: 7th

COURSE TITLE: Sports Tourism

INDEPENDENT TEACHING ACTIVITIES

Lectures: 1 weekly teaching hour

Practical Exercises: 2 weekly teaching hours

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Knowledge and Skills Development

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210725_Per_Athlhtikos-tourismos.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe the relationship between sport and tourism, identify forms of Sports Tourism and recognise the importance of this form of alternative tourism in planning and organising activities for sports-tourism enterprises, organisations and cruise ships. Students will be able to develop sporting events that promote Sports Tourism in Greece and abroad.
2. Comprehension: Distinguish new programmes that can contribute to extending a destination's tourism season and bringing lesser-known destinations onto the tourism map.

SKILLS

3. Application: Examine positive and negative impacts of Sports Tourism, develop awareness of a country's environment and ecosystems, and contribute to development and sustainability through sporting activities.
4. Analysis/Synthesis: Combine creative and critical thinking in relation to a country's natural resources and their use under sustainability principles.
5. Synthesis: Explain, design, synthesise, enrich and propose attractive routes throughout Greece.

COMPETENCES

6. Evaluation/Application: Compare sports-tourist profiles in order to propose appropriate tourism programmes and support universal values such as cooperation, altruism, fair competition, respect and tolerance, courtesy, compassion and understanding.

GENERAL COMPETENCES

- Adapting to new situations
- Decision-making
- Teamwork
- Generating new research ideas
- Demonstrating social, professional and ethical responsibility and sensitivity to gender issues
- Respect for diversity and multiculturalism
- Respect for the natural environment

COURSE CONTENT

1. Sports Tourism: definitions, history, sport and leisure; relationship between sport and tourism; categories of Sports Tourism.
2. Benefits of Sports Tourism: economic, environmental and social impacts.

COURSE CONTENT - CONTINUED

3. Categories of sports tourists and the sports-tourist profile.
4. Greece and Sports Tourism: examples such as the Acropolis Rally and traditional wrestling competitions.
5. Olympic Games; FIFA World Cup.
6. Marathon running events.
7. Alpine tourism; touring tourism; golf tourism; university championships.
8. Wellness tourism, including yoga, retreats and fitness; Sports Tourism and persons with disabilities.
9. Marine tourism and cruises; marine-tourism activities in Greece.
10. Orienteering; orienteering competitions in Greece.
- 11-13. Action plans and daily programmes for tourists' recreation and sporting activities.

RECOMMENDED BIBLIOGRAPHY

- Alexandris, Konstantinos, PhD. Sports Tourism Management. Kyriakidis Brothers Publications.
- Norbert, E., and Dunning, E. Sport and Leisure in the Civilising Process. Papazisis Publications.
- Glinia, Eleni, Lytras, Periklis, and Maras, Dimitris. Animation. Nikitopoulos & Co.
- Gibson, H. (2006). Sport Tourism: Concepts and Theories. Routledge - Taylor & Francis Group, London.
- Weed, M., and Bull, C. (2004). Sport Tourism: Participants, Policy and Providers. Elsevier, Oxford.

ADDITIONAL MATERIAL

Electronic lecture notes in Greek and English.

RELEVANT SCIENTIFIC JOURNALS

- Annals of Tourism Research

COURSE OUTLINE

COURSE CODE: 260722

SEMESTER: 7th

COURSE TITLE: Event Management and Conference Organisation

INDEPENDENT TEACHING ACTIVITIES

Lectures: 1 weekly teaching hour

Practical Exercises: 2 weekly teaching hours

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Skills Development

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210732_Per_Dioikhsh-ekdhlwsewn-k-organwsh-synedriwn.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise and describe different forms of events.
2. Comprehension: Distinguish how the events and conference sector connects with the tourism industry and explain the factors leading to successful event and conference management and their effects on destination development and promotion.

SKILLS

3. Application: Examine business opportunities arising through event and conference management.
4. Analysis: Identify and combine areas for improvement in the electronic business operations of event and conference management.
5. Synthesis: Develop specific strategies through critical and analytical thinking.

COMPETENCES

6. Evaluation: Evaluate and implement events using the full range of available event-management tools and support, coordinate and control all parties involved so that an event or conference is delivered effectively.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Team and/or individual work
- Working in an interdisciplinary environment
- Generating new research ideas
- Project planning and management
- Demonstrating social, professional and ethical responsibility
- Critical and self-critical thinking
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. The MICE industry.
2. Business meetings.
3. Incentive travel.
4. Conference and exhibition tourism.
5. Conference marketing.
6. Conference planning.
7. Conference financial management.
8. Creation of sponsorship packages.
9. New technologies in conference management.

COURSE CONTENT - CONTINUED

10. Crisis management.
11. Conference-organiser partnerships.
12. Development of effective Professional Conference Organisers (PCOs).
13. Development of communication skills.

RECOMMENDED BIBLIOGRAPHY

- Papageorgiou, A. (2017). Conference & Event Organisation - MICE Tourism. Phaidimos, Athens. ISBN 978-618-5062-20-0.
- Vasileiadis, Christos A. (2014). Event Marketing Management. University of Macedonia. ISBN 978-960-8396-85-2.
- Allen, Johnny, O'Toole, William, Harris, Robert, and McDonnell, Ian (2008). Festival & Special Event Management. Wiley.
- Erber, Sigrun (2009). Event Marketing. Propompos. ISBN 978-960-7860330.
- Bowdin, G., Allen, J., O'Toole, W., Harris, R., and McDonnell, I. (2011). Events Management, 3rd ed. Elsevier, Oxford.
- Getz, D. (2005). Event Management & Event Tourism, 2nd ed. Cognizant Communication Corporation, New York.

RELEVANT SCIENTIFIC JOURNALS

- International Journal of Event and Festival Management
- Journal of Convention & Event Tourism

COURSE OUTLINE

COURSE CODE: 260723

SEMESTER: 7th

COURSE TITLE: Sustainability in Tourist Transport and Hospitality Systems

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Skills Development

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Understand the concept of sustainability across the tourist-transport system, including ground, maritime and especially air transport.
2. Understand the principal current and future operational challenges faced by airlines and airports, given that a major share of intercontinental and global tourist transport is undertaken through airlines and airports.

SKILLS

3. Understand theories required to quantify performance indicators relating to airport and airline operations, including environmental impact, cost, capacity, efficiency and safety.

COMPETENCES

4. Apply relevant theories to modelling, measurement and analysis in applications relating to existing and future tourist-transport systems.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas
- Respect for diversity and multiculturalism
- Respect for the natural environment

COURSE CONTENT

1. Introduction to sustainability in tourist-transport systems; determining factors.
2. Tourist behaviour and attitudes towards climate change; factors influencing the future tourism product, particularly in air transport.
3. Analysis of the current contribution of tourist-transport enterprises to the overall environmental footprint.
4. Aviation emissions and climate effects.

COURSE CONTENT - CONTINUED

5. "Green airports" and "green air transport".
6. Environmental-performance certification systems for tourist-transport systems: ground, air and maritime.
7. Quantification of environmental-performance indicators for optimising airline and airport operations.

RECOMMENDED BIBLIOGRAPHY

- Budd, T. (2017). "Environmental impacts and mitigation." In L. Budd & S. Ison (Eds.), *Air Transport Management*, pp. 283-306. Ashgate.
- Akerman, J. (2005). "Sustainable air transport - on track in 2050." *Transportation Research Part D: Transport and Environment*, 10(2), 111-126.
- Sau-Sanchez, P., Pallares-Barbara, M., and Paul, V. (2011). "Incorporating annoyance in airport environmental policy: Noise, societal response, and community participation." *Journal of Transport Geography*, 19(2), 275-284.
- Walker, T. et al. (2020). *Sustainable Aviation: Greening the Flight Path*. Palgrave Macmillan.
- Lee, D. S. et al. (2009). "Aviation and global climate change in the 21st century." *Atmospheric Environment*, 43(22-23), 3520-3537.
- Epler Wood, Megan (2017). *Sustainable Tourism on a Finite Planet*. Earthscan/Routledge.
- Lund-Durlacher, Dagmar, ed. (2013). *International Cases in Sustainable Travel & Tourism*. Goodfellow Publishers.
- Lipman, Geoffrey, DeLacy, Terry, Vorster, Shaun, Hawkins, Rebecca, and Jiang, Min, eds. (2012). *Green Growth and Travelism: Letters from Leaders*. Goodfellow Publishers.
- Kilipiris, Fotis (2009). *Sustainable Tourism Development: Empirical Approaches*. Disigma, Thessaloniki.

RELEVANT SCIENTIFIC JOURNALS

- *Air Transport Management*
- *Journal of Transport Geography*
- *Annals of Tourism Research*
- *Journal of Hospitality and Tourism Research*
- *Journal of Travel & Tourism Marketing*
- *Journal of Sustainable Tourism Management*

14.8 8th Semester Courses

COURSE OUTLINE

COURSE CODE: 260801-2

SEMESTER: 8th

COURSE TITLE: Undergraduate Thesis or Two Courses

INDEPENDENT TEACHING ACTIVITIES

Lectures: Not specified

Practical Exercises: Not specified

Laboratory Exercises: Not specified

TOTAL: 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): <http://ommt.ihu.gr/spoudes/ptyxiakh-ergasia/>

LEARNING OUTCOMES

The purpose of the Undergraduate Thesis is to familiarise students with the presentation of a scientific study, a skill that may be required in their subsequent academic or scientific career. The presentation and structure of a scientific publication are important factors in ensuring that the work is comprehensible to readers who are familiar with the discipline but not necessarily with the specific topic.

Upon completion of the thesis, students are expected to be able to:

KNOWLEDGE

- Formulate a research question and use their knowledge and skills to conduct a scientific study.
- Collect, analyse, synthesise and justify data.
- Evaluate their theoretical and methodological competence.

SKILLS

- Communicate effectively in writing and orally to a broad audience.
- Write scientific/academic texts, engage with scholarly reasoning and substantiate scientific arguments.

COMPETENCES

- Become familiar with the methodology of conducting a literature review on a scientific topic.
- Develop professional competence and autonomy.

GENERAL COMPETENCES

- Applying knowledge in practice
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Respect for the natural environment
- Promoting free, creative and inductive thinking

COURSE CONTENT

The undergraduate thesis is a written study addressing a topic within the subject area of any of the Department's three study tracks. Students prepare the thesis in their selected track during the 8th semester. The thesis carries 5 ECTS credits.

RECOMMENDED BIBLIOGRAPHY

- Issari, P., and Pourkos, M. (2015). Qualitative Research Methodology [Undergraduate textbook]. Kallipos, Open Academic Editions. <http://hdl.handle.net/11419/5826>
- Veal and Christou (2020). Research Methodologies in Tourism, 7th ed. Broken Hill Publishing.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

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COURSE OUTLINE

COURSE CODE: 260802

SEMESTER: 8th

COURSE TITLE: International Marketing

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210802_Per_Diethnes-mkt.pdf

LEARNING OUTCOMES

The course examines environmental differences among countries and the marketing strategies followed by firms, adopting a globalised approach to marketing. Upon successful completion, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the role of economic, legal, social and political forces in international-marketing strategy and the role of market research in marketing decision-making by exporting and international firms.
2. Comprehension: Distinguish the complexity of the international environment.

SKILLS

3. Application: Identify and examine opportunities in international markets and prepare the basic sections of an export marketing plan.
4. Analysis: Combine the elements of the international marketing mix, with particular emphasis on the specialised procedures and techniques associated with each element.
5. Synthesis: Design, implement and apply an international marketing programme and formulate the marketing mix in an international environment: product, distribution, promotion and pricing.

COMPETENCES

6. Evaluation: Evaluate and recommend strategies for entering international markets.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Independent work
- Teamwork
- Decision-making
- Adapting to new situations
- Project planning and management

COURSE CONTENT

In addition to the environmental characteristics of different countries and the commercial-market strategies of international firms, the course examines international trade and international economic organisations, international marketing research, foreign-market entry strategies, organisation of International Marketing, product design, promotion, export marketing, contemporary international-marketing trends and multinational companies. International-company case studies are used to consolidate theory and develop technical knowledge and skills.

1. Orientation and introduction to International/Global Marketing.
2. Analysis of environmental factors in International Marketing.
3. Relationship with business strategy.
4. International trade and international economic organisations.

COURSE CONTENT - CONTINUED

5. International Marketing Research.
6. Foreign-market entry strategies; organisation in International Marketing.
7. Product design for International Marketing.
8. International pricing strategies.
9. Distribution channels in International Marketing; physical distribution and logistics.
10. International promotion policy.
11. Export Marketing; international-marketing trends and multinational companies.
12. International Marketing Management; International Marketing Strategy.
13. Export Marketing Plan presentations.

RECOMMENDED BIBLIOGRAPHY

- Cateora, Philip R., Money, Bruce R., Gilly, Mary C., and Graham, John L. (2021). International Marketing. Eudoxus Book Code 102070182. ISBN 9789925588268. Broken Hill Publishers Ltd.
- Ball, Donald A., Geringer, Michael J., Minor, Michael S., and McNett, Jeanne M. (2014). International Business. Eudoxus Book Code 22767619. ISBN 9789604583584. Epikentro Publications.

SUPPLEMENTARY BIBLIOGRAPHY

- Panigyrakis, G. (2017). International Marketing. UNIBOOKS. ISBN 9786188281264.
- Lympieropoulos, K., Tzanavaras, V., and Salamoura, M. (2015). International and Export Marketing Strategies. ISBN 978-960-603-211-0. Kallipos.
- Manolopoulos, D., and Bitzenis, A. (2019). The Internationalised Enterprise in the Twenty-first Century. Stamoulis Publications.
- Samanta, E. (2018). International Marketing. Synchroni Ekdotiki.
- Avlonitis, G., Lympieropoulos, K., and Tzanavaras, V. Contemporary Marketing Strategies for International Markets. Rosili, Athens.
- Ball, D. A., Geringer, J. M., Minor, M. S., and McNett, J. M. International Business. Epikentro, translation of the 12th ed., 2010.

RELEVANT SCIENTIFIC JOURNALS

- International Marketing Review
- International Business Review
- The International Trade Journal
- Advances in International Marketing
- Review of International Business and Strategy

COURSE OUTLINE

COURSE CODE: 260804

SEMESTER: 8th

COURSE TITLE: Brand Management

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210804_Per_Dioikhsh-epwnymwn-proiontwn.pdf

LEARNING OUTCOMES

The principal aim of the course is to deepen students' knowledge of brand management. Upon successful completion, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Identify and recognise how an organisation creates value for a brand.
2. Comprehension: Distinguish and assess brand value.

SKILLS

3. Application: Understand how an organisation can develop and sustain brand value in the contemporary environment.
4. Analysis: Design and implement marketing programmes for a brand.
5. Synthesis: Organise and integrate the elements involved in building brand equity.

COMPETENCES

6. Evaluation: Evaluate and measure brand equity and develop a brand-equity management measurement system.

GENERAL COMPETENCES

- Searching, analysing and synthesising market data and information using appropriate methodology and the necessary technologies
- Adapting to new situations
- Decision-making
- Working in an international environment
- Project planning and management
- Critical and self-critical thinking
- Promoting free, creative and inductive thinking

COURSE CONTENT

The course addresses brand management by examining why brands are important, what they represent to consumers and what firms must do to manage them successfully. It provides an integrated and contemporary treatment of brands, brand equity and strategic brand management, including the design and implementation of marketing programmes and activities required to build, measure and manage brand equity. A central objective is to provide concepts and techniques for improving long-term brand performance by integrating current academic and market thinking with practical insight.

Weekly units:

1. Introduction to brands and brand management.
2. Developing brand strategy.
3. Customer-based brand equity and positioning.

COURSE CONTENT - CONTINUED

4. Brand resonance and the brand value chain.
5. Designing and implementing brand marketing programmes.
6. Selecting brand elements to build brand equity.
7. Designing marketing programmes to build brand equity and integrating marketing communications into brand-equity building.
8. Brand management in the Digital Age.
9. Leveraging secondary brand associations to create value.
10. Evaluating and interpreting brand equity and developing a brand-equity management measurement system.
11. Developing and sustaining brand equity.
12. Designing and implementing brand-architecture strategy.
13. Concluding observations.

RECOMMENDED BIBLIOGRAPHY

- Keller, Kevin Lane, and Swaminathan, Vanitha (2021). Strategic Brand Management, 1st ed. Broken Hill.
- Kapferer, J. N. (2013). Brand Management: Contemporary Strategies, 1st ed. Rosili.

RELEVANT SCIENTIFIC JOURNALS

- Journal of Product & Brand Management
- Journal of Brand Management

COURSE OUTLINE

COURSE CODE: 260805

SEMESTER: 8th

COURSE TITLE: Marketing of Agricultural Products and Food

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Knowledge Specialisation

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/>

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe the concept and content of agricultural marketing and identify how marketing theories and strategies are applied to a distinctive product category and to agriculture, an important sector of the Greek economy.
2. Comprehension: Distinguish the particular characteristics of agricultural-product markets and the nature of agricultural products relative to other products.

SKILLS

3. Application: Apply available theoretical models in practice, examine alternative approaches to agricultural-product marketing and make necessary changes to communication between agricultural enterprises and consumers.
4. Analysis: Combine strategic options and develop solutions to complex agricultural-product marketing issues.
5. Synthesis: Understand decision-making in agricultural-product marketing, propose changes and formulate new promotional approaches that improve agricultural-product awareness.

COMPETENCES

6. Evaluation: Evaluate marketing activities promoting agricultural products and food, assess the choices made by relevant businesses and evaluate the effectiveness of marketing plans.

GENERAL COMPETENCES

- Decision-making
- Analysis and synthesis of data and information
- Independent work
- Working in an interdisciplinary environment
- Critical and self-critical thinking

COURSE CONTENT

Week 1: Concept and origin of agricultural products.

Week 2: Types of agricultural products and their quality characteristics.

Week 3: Distinctive features of agricultural-product marketing.

Week 4: Agricultural-product markets.

Week 5: Competitiveness and positioning of agricultural products.

Week 6: Communication and promotion of agricultural products and enterprises.

Week 7: Business statistics for agricultural enterprises.

Week 8: Consumer behaviour and agricultural products.

COURSE CONTENT - CONTINUED

Week 9: Case Study A.

Week 10: Economic characteristics of agricultural products.

Week 11: Innovation and agricultural products.

Week 12: Strategic development of agricultural products.

Week 13: Case Study B.

RECOMMENDED BIBLIOGRAPHY

- Lusk, J., and Norwood, B. (2012). Marketing and Prices of Agricultural Products. Broken Hill.

- Aurier, Philippe, and Sirieix, Lucie (2016). Marketing of Agricultural Products and Food. Propompos.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODES: 260806 / 260812

SEMESTER: 8th

COURSE TITLE: Marketing of Educational Institutions

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General Knowledge Specialisation

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=327>

LEARNING OUTCOMES

The course helps students understand the principles, philosophy and applications of Marketing and Communication for educational units and institutions. Upon successful completion, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Explain the significance and nature of educational experiences and recognise the need for and methods of marketing decision-making.
2. Comprehension: Describe the structure and characteristics of supply and demand in education and their relationship with marketing philosophy.

SKILLS

3. Application: Describe the role, function, objectives and strategies associated with the pricing of educational products.
4. Analysis: Analyse the concept and usefulness of the marketing mix for both non-profit organisations and educational units/institutions, and distinguish the characteristics of its elements.
5. Synthesis: Develop practices and strategies for the development and management of educational experiences.

COMPETENCES

6. Evaluation: Define an integrated marketing programme for an educational enterprise or organisation.

GENERAL COMPETENCES

- Searching, analysing and synthesising market data and information using appropriate methodology and the necessary technologies
- Adapting to new situations
- Decision-making
- Working in an international environment
- Project planning and management
- Critical and self-critical thinking
- Working in an interdisciplinary environment
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Demonstrating social, professional and ethical responsibility and sensitivity to gender issues
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Marketing philosophy and process for non-profit organisations and educational units/institutions.
2. Analysis of supply and demand in education; purchasing decision process for educational products.

COURSE CONTENT - CONTINUED

3. Analysis, development and management of the educational experience; preparation of marketing plans.
4. Educational-market segmentation, targeting and positioning; competitor analysis; the marketing mix and the four Ps.
5. Educational product: image, brand name, differentiation, product analysis, new-product development, product life cycle, distinctive characteristics and services.
6. Price: demand elasticity, rigidity and flexibility, pricing factors, price differentiation and price-setting techniques.
7. Distribution: distribution channels in education, intermediaries, channel selection and intermediary policy.
8. Communications mix in education: communication models, objectives and sales-promotion techniques.
9. Planning internal and external sales promotion.
10. Merchandising operations.
11. Advertising objectives and strategy; development of an advertising campaign.
12. Public-relations objectives and techniques.
13. Organisation and objectives of personal selling.

RECOMMENDED BIBLIOGRAPHY

- Pantouvakis, A., Siomkos, G., and Christou, E. (2015). Marketing. Livanis Publications, Athens.
- Gibbs, P., and Knapp, M. (2012). Marketing Higher and Further Education: An Educator's Guide to Promoting Courses, Departments and Institutions. Routledge, New York.
- Oplatka, I., and Hemsley-Brown, J., eds. (2012). The Management and Leadership of Educational Marketing: Research, Practice and Applications. Emerald Group Publishing, New York.

RELEVANT SCIENTIFIC JOURNALS

- Academia Journal of Educational Research
- American Educational Research Journal

COURSE OUTLINE

COURSE CODES: 260808 / 260811

SEMESTER: 8th

COURSE TITLE: Special Methods of Data Analysis

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210808_Per_Eidikes-methodoi-analyshs-dedomenwn.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Understand concepts of multidimensional statistical data analysis, with emphasis on research data, and be able to describe and identify them.
2. Comprehension: Distinguish specialised multidimensional non-parametric methods for analysing research data, in order to study phenomena and assess and explain findings such as trends, associations and classifications.

SKILLS

3. Application: Examine and apply specialised multidimensional statistical-analysis methods to research data in order to study multivariate problems and derive findings such as factors, trends, associations and segmentations.
4. Analysis: Develop and code primary research data on a computer, analyse data using specialised multidimensional-analysis software and differentiate complex phenomena.
5. Synthesis: Combine and organise methods from the family of multidimensional factorial data analysis. These exploratory methods follow the data without relying on predefined models and adopt a holistic philosophy by seeking the complex relationships governing the phenomenon as a whole.

COMPETENCES

6. Evaluation: Evaluate methods that are particularly effective in management and marketing for studying trends, discovering behavioural profiles and identifying the most important factors defining a phenomenon. Applications use the specialised M.A.D. data-analysis software.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas

COURSE CONTENT

The course includes:

COURSE CONTENT - CONTINUED

1. Handling multidimensional data and the concept of information.
2. Concepts of factor analysis and classification in multidimensional data.
3. Questionnaire design for collecting data suitable for multidimensional methods.
4. Data coding and organisation in appropriate tables.
5. Processing multidimensional data.
6. Interpretation using descriptive statistics.
7. Creation and interpretation of a Burt table.
8. Introduction to Correspondence Analysis.
9. Interpretation of factorial planes.
10. Ascending Hierarchical Classification.
11. Applications and examples of factor analysis.
12. Combination of factor analysis and classification.
13. Laboratory exercises using the MAD software package.

RECOMMENDED BIBLIOGRAPHY

- Karapistolis, Dimitrios N. (2011). Multidimensional Statistical Analysis. Altintzis Publications. Eudoxus Code 12866215.
- Papadimitriou, Giannis (2007). Data Analysis. Typothito. Eudoxus Code 31439.
- Karapistolis, Dimitrios N. (2011). Methods of Data Processing and Analysis. Altintzis Publications.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260809

SEMESTER: 8th

COURSE TITLE: Management and Organisation of Educational Units

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Become familiar with introductory terminology in the Management and Organisation of Educational Units.
2. Comprehension: Understand the role and influence of authority in centralised and decentralised systems, including the Greek educational system.

SKILLS

3. Application: Select and apply the most effective school-management model, taking into account the particular characteristics of the educational unit.
4. Analysis: Critically assess and specify management decisions.
5. Synthesis: Synthesise and describe forms of organisation of an educational unit.

COMPETENCES

6. Evaluation: Evaluate and implement the most effective organisational model.

GENERAL COMPETENCES

- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment

COURSE CONTENT

1. The role of authority in management.
2. Definition and content of organisation.
3. Definition and content of management.
4. Historical development of management theories.
5. Forms of management.
6. Definition and process of decision-making.
7. Decentralisation of educational units.
8. Autonomy of educational units.
9. Bureaucracy.
10. Critical approach to the management of European educational systems.
11. Critical approach to the management of the Greek educational system.
12. Organisational behaviour.
13. Evaluation.

RECOMMENDED BIBLIOGRAPHY

- Athanasoula-Reppa, A. (2008). Educational Management & Organisational Behaviour. Ion, Athens.
- Zavlanos, M. (2003). Total Quality in Education. Stamoulis, Athens.
- Iordanidis, G. (2002). The Role of the Head of an Education Directorate and Office. Kyriakidis, Thessaloniki.
- Iordanidis, G., and Tsagkalidou, M. (2005). "Teacher self-evaluation in England as an administrative process: principles, methods and implementation techniques." Educational Sciences, 1, 85-100.
- Kassotakis, M. (2005). "Evaluation and Professional Development of Teachers."
- Koutouzis, M. (2006). Mapping the Educational System at School-Unit Level. Centre for Educational Research, Athens.
- MacBeath, J., Schratz, M., Meuret, D., and Cobsen, L. (2004). Self-evaluation in the European School. Metaichmio, Athens.
- Papakonstantinou, G. (2013). Principles of Human Resource Management: Human Resource Management in Education. Gutenberg, Athens.
- Saitis, C. (2008). The Headteacher in the Public School. Pedagogical Institute, Athens.
- Chatzipanagiotou, P. (2003). School Management and Teacher Participation in Decision-Making. Kyriakidis, Thessaloniki.
- Bush, T. (2003). Theories of Educational Management, 3rd ed. Sage, London.
- Bush, T., and Middlewood, D. (2006). Leading and Managing People in Education. Sage, London.
- Coleman, M. (2007). "Gender and educational leadership in England: a comparison of secondary headteachers' views over time." School Leadership and Management, 27, 383-399.
- Eurydice (2004). Evaluation of Schools Providing Compulsory Education in Europe. Eurydice European Unit, Brussels.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260810

SEMESTER: 8th

COURSE TITLE: Management of Health and Welfare Organisations

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=303>

LEARNING OUTCOMES

The course provides specialised management education for executives of health and welfare service organisations. It examines the organisation of hospitals and healthcare systems, including analysis of the external healthcare environment, occupational risks, workplace conflict management, strategic management and the planning of health and welfare service units. On completion, students will be able to identify similarities and differences between the management of private and public health and welfare organisations and will be familiar with contemporary strategic-management tools.

KNOWLEDGE

1. Knowledge: Recognise types of public- and private-sector health and welfare units.
2. Comprehension: Explain the fundamental principles of health and welfare management and distinguish relevant management methods and techniques.

SKILLS

3. Application: Produce planning proposals, calculating investment requirements using the unit's financial and operational data.
4. Analysis: Explain the role of human resources in delivering high-quality services and in decision-making, and organise information systems from which appropriate information can be obtained for sound decisions.
5. Synthesis: Combine resources and time - including sound financial management, appropriate allocation of equipment and human resources and effective use of time - in order to plan the organisation of a health and welfare unit.

COMPETENCES

6. Evaluation: Evaluate control results using appropriate techniques and support written intra-organisational and inter-organisational communication in health and welfare units.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making

COURSE CONTENT

1. Public-sector health and welfare services.
2. Private-sector health and welfare services.
3. Separation and organisation of healthcare services.
4. Inpatient services.
5. Outpatient services.
6. Management roles in health and welfare services.

COURSE CONTENT - CONTINUED

7. Conflict management in healthcare.
8. Strategic planning.
9. Preparation of a business plan for a public health and welfare organisation.
10. Preparation of a business plan for a private health and welfare organisation.
11. Strategic planning.
12. Strategic positioning based on Porter's forces.
13. Methods and techniques of business management and planning.

RECOMMENDED BIBLIOGRAPHY

- Stratou, P. (2016). Boston Scientific: Analysis of Porter's Competitive Forces. Case study.
- Lethbridge, J. (2011). "Understanding multinational companies in public health systems, using a competitive advantage framework." *Globalization and Health*, 7:19.
- Porter, M. (1980). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. Free Press, New York.
- Polyzos, N. (2014). *Management and Organisation of Health Services*. Kritiki, Athens.
- Hernandez, R., and O'Connor, S. (2010). *Strategic Human Resources Management in Health Services Organizations: Strategy and Organization Systems*, 3rd ed. Delmar Cengage Learning, New York.
- Tountas, I. (2008). *Health Services*. Odysseas, Athens.
- Goula, A. (2007). *Hospital Management and Administration: Greek Experience and Practice*. Papazisis, Athens.
- Sullivan, E., and Decker, Phillip (2009). *Effective Leadership and Management in Health Services*. M. Giourdas, Athens.

RELEVANT SCIENTIFIC JOURNALS

- Harvard Business Review
- Health Marketing Quarterly

COURSE OUTLINE

COURSE CODES: 260815 / 260816

SEMESTER: 8th

COURSE TITLE: Tourism Destination Management

INDEPENDENT TEACHING ACTIVITIES

Lectures: 2 weekly teaching hours

Practical Exercises: 1 weekly teaching hour

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210812_Per_Dioikhsh-touristikwn-proorismwn.pdf

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Define, recognise and describe destination management in both theoretical and practical contexts.
2. Comprehension: Distinguish the different structures that contribute to effective destination management.

SKILLS

3. Application: Examine destination management through the Destination Management Organisation (DMO) framework.
4. Analysis: Design and develop an understanding of the roles of key stakeholders and their contribution to destination development.
5. Synthesis: Explain and propose theoretical and practical solutions using local and international examples.

COMPETENCES

6. Evaluation: Evaluate and compare case studies.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas
- Respect for diversity and multiculturalism
- Respect for the natural environment

COURSE CONTENT

1. Definitions and types of tourism destinations.
2. Components of a tourism destination: Dickman's (1997) Five A's of a Destination.
3. Destination life cycle.
4. Tourism travel cycle.
5. Destination planning.
6. Destination evaluation using SWOT analysis.
7. Destination Management Organisation (DMO).

COURSE CONTENT - CONTINUED

- 8. DMO activities, financing and strategies.
- 9. Destination branding.
- 10. Destinations in the COVID-19 environment.
- 11. "Smart" destinations.
- 12-13. Case studies.

RECOMMENDED BIBLIOGRAPHY

- Baggio, R. (2004). The strategic role of knowledge in the management of tourism destinations organisations. Thesis (Tourism Policy and Strategy). UNWTO Themis Foundation. Madrid: Universitat de Catalunya.
- Beritelli, P., Bieger, T. & Laesser, C. (2007). Destination Governance: Using Corporate Governance Theories as a Foundation for Effective Destination Management. *Journal of Travel Research*, 46 (August), 96-107.
- Bornhorst, T., Brent Ritchie, J. R. & Sheehan, L. (2010). Determinants of tourism success for DMOs & Destinations: An empirical examination of stakeholders' perspectives. *Tourism Management*, 31(5), 572-589.
- Pike, S. (2005). Tourism destination branding complexity. *Journal of Product & Brand Management*, 14(4), 258-259.
- Pike, S. & Page, S. J. (2014). Destination Marketing Organisations and destination marketing: A narrative analysis of the literature. *Tourism Management*, 41 (April), 202-227.
- Presenza, A., Sheehan, L. & Ritchie, J. R. B. (2005). Towards a model of the roles and activities of destination management organisations. *Journal of Hospitality, Tourism and Leisure Science*, 3, 1-16.
- Saarinen, J. (2004). 'Destinations in change': The transformation process of tourism destinations. *Tourist Studies*, 4(2), 161-179.
- Stabler, M. J., Sinclair, M. T. & Papatheodorou, A. (2010). *The Economics of Tourism*, 2nd ed. London: Taylor & Francis.

RELEVANT SCIENTIFIC JOURNALS

- *Journal of Travel Research*
- *Tourism Management*
- *Journal of Hospitality, Tourism and Leisure Science*
- *Annals of Tourism Research*
- *International Journal of Contemporary Hospitality Management*
- *Journal of Hospitality and Tourism Research*
- *Journal of Travel & Tourism Marketing*
- *Journal of Quality Assurance in Hospitality & Tourism*
- *Journal of Sustainable Tourism Management*

COURSE OUTLINE**COURSE CODE: 260817**

SEMESTER: 8th

COURSE TITLE: Hospitality Management

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Scientific Field

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): http://ommt.ihu.gr/wp-content/uploads/courses21/210815_Per_Dioikhsh-Filoksenias.pdf**LEARNING OUTCOMES**

The overall aim of the course is to prepare students for a career in a managerial position within the hospitality industry. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise and describe the core functions of hospitality management (planning, organising, leadership, communication, decision-making and control).
2. Comprehension: Distinguish and explain the characteristics and trends of the hospitality industry and understand the legislation currently governing the establishment, operation and management of hotels in Greece.

SKILLS

3. Application: Examine strategic management, crisis management and technological innovations in the hospitality industry, and classify contemporary approaches to the management of hospitality enterprises.
4. Analysis: Analyse the different types of meetings, conferences and exhibitions, as well as forms of entertainment and recreation, theme parks and clubs.
5. Synthesis: Explain and critically review the principles governing human resource management in the hospitality industry.

COMPETENCES

6. Evaluation: Define contemporary and efficient management models in hospitality services and evaluate green hospitality and sustainability.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Promoting free, creative and inductive thinking

COURSE CONTENT

The course introduces students to hospitality-industry management. The main areas of study include the analysis and application of new theories and models, as well as current issues in the management of hospitality enterprises.

The lectures cover the following topics:

1. Core functions of hospitality management (planning, organising, leadership, communication, decision-making and control). International best practices.

COURSE CONTENT - CONTINUED

2. Characteristics and trends of the hospitality industry. Current legislation governing the establishment, operation and management of hospitality enterprises in Greece.
3. Strategic planning and strategic management in the hospitality industry.
4. Leadership and Total Quality Management in hospitality enterprises.
5. Brand management in the hospitality industry.
6. Contemporary approaches to hospitality management.
7. Technological innovations in the hospitality industry.
8. Crisis management in hospitality enterprises.
9. Organisation and management of entertainment and recreation, theme parks and clubs.
10. Event management in the hospitality industry.
11. Development of the meetings, incentives, conferences and exhibitions (MICE) industry.
12. Human resource management in the hospitality industry.
13. Green hospitality and sustainability.

RECOMMENDED BIBLIOGRAPHY

Books:

- Theocharis, N. (2016). Hotel Rooms Division Management. Propompos Publications.
- Walker, J. R. (2017). Introduction to Hospitality Management, 7th ed.
- Okumus, F., Altinay, L. & Chathoth, P. (2010). Strategic Management for Hospitality and Tourism. ISBN 978-0-7506-6522-3.
- Barrows, C., Powers, T. & Reynolds, D. (2012). Introduction to Management in the Hospitality Industry.
- Angelo, R. M. & Vladimir, A. N. (2011). Hospitality Today: An Introduction, 7th ed.
- Rutherford, D. G. & O'Fallon, M. J. (2010). Hotel Management and Operations. John Wiley & Sons.
- Hayes, D. K., Ninemeier, J. D. & Miller, A. A. (2012). Foundations of Lodging Management. Pearson/Prentice Hall.
- Stutts, A. T. & Wortman, J. (2005). Hotel and Lodging Management: An Introduction, 2nd ed.
- Hayes, D. & Ninemeier, J. (2004). Hotel Operations Management. New Jersey: Prentice Hall.
- Ninemeier, J. D. & Perdue, J. (2004). Hospitality Operations: Careers in the World's Greatest Industry. Pearson/Prentice Hall.
- Kasavana, M. & Cahill, J. J. Managing Technology in the Hospitality Industry.
- Kasavana, M. L. & Brooks, R. M. Managing Front Office Operations.
- Cote, R. Accounting for Hospitality Managers.
- Hayes, D. K. Professional Front Office Management.
- Metters, R., King-Metters, K., Pullman, M. & Walton, S. (2006). Successful Service Operations Management, 2nd ed. Ann Arbor, MI: South-Western.
- Fitzsimmons, J. & Fitzsimmons, M. (2004). Service Management: Operations, Strategy and Information Technology, 4th ed. New York: McGraw-Hill.
- Haksever, C., Render, B., Russell, R. & Murdick, R. (2000). Service Management and Operations. New Jersey: Prentice Hall.
- Johnston, R. & Clark, G. (2001). Service Operations Management. London: Financial Times/Prentice Hall.
- Jones, P. (2008). Handbook of Hospitality Operations and IT. Oxford: Butterworth-Heinemann.
- Jones, P. & Lockwood, A. (2004). The Management of Hotel Operations. London: Thomson.
- Slack, N., Chambers, S. & Johnston, R. (2004). Operations Management. Harlow, England: Financial Times/Prentice Hall.
- Kapiki, S. & Fu, J. (2015). E-Hospitality Strategies Enhancing Competitiveness: Evidence from China and Central Macedonia, Greece. In Handbook on Tourism Development and Management, Kerri Hayden Collins (ed.), NOVA Science Publishers, ISBN 978-1-63463-646-9, pp. 165-190.

Websites:

- <http://www.hospitalitynet.org> - Hospitality Net, online magazine
- <http://www.traveldailynews.com> - Daily travel and tourism news portal
- <http://www.hotelnewsresource.com> - Hotel News Resource
- <http://www.hotelmule.com> - Online community for hospitality and tourism industry professionals
- <http://www.4hoteliers.com/> - Hospitality, Hotel & Travel News
- <http://www.unusualhotelsoftheworld.com> - Guide to unique and unusual hotel properties

RELEVANT SCIENTIFIC JOURNALS

- Advances in Hospitality and Leisure
- Anatolia: An International Journal of Tourism and Hospitality Research
- ASEAN Journal on Hospitality and Tourism

COURSE OUTLINE

COURSE CODE: 260818

SEMESTER: 8th

COURSE TITLE: Management and Organisation of Air Transport and Cargo

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Describe airport organisation and operations.
2. Comprehension: Distinguish and classify airport functions so as to facilitate the safe movement of passengers through organised procedures.

SKILLS

3. Application: Examine different aircraft types and classify them according to their users.
4. Analysis: Plan and combine aircraft types and direct passengers according to the flight indicated on their ticket.
5. Synthesis: Organise conditions for serving passengers of different airlines and nationalities through specified passenger-service procedures and rules.

COMPETENCES

6. Evaluation: Compare and evaluate case studies in the field of air transport.

GENERAL COMPETENCES

Upon successful completion, students will be able to develop competences in:

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas

COURSE CONTENT

1. Organisational structure and organisational chart.
2. Baggage control.
3. Travel documents and procedures.
4. Travel Information Manual (TIM).
5. Ground handling services and cargo management.
6. Passenger and baggage check-in procedures.
7. Passenger and baggage check-out procedures.
8. Passenger categorisation.
9. Passenger-movement regulations.
10. International regulations governing passenger air transport.

COURSE CONTENT - CONTINUED

11. International regulations governing air cargo transport.
12. Air-fare issuance procedures.
13. Air-transport legislation.

RECOMMENDED BIBLIOGRAPHY

- Aiken, R. L. (1997). Questionnaires and Inventories. New York: John Wiley & Sons.
- Alamdari, F. (2002). Regional development in airlines and travel agents relationship. *Journal of Air Transport Management*, 8, 339-348.
- Alamdari, F. & Mason, K. (2006). The future of airline distribution. *Journal of Air Transport Management*, 12(3), 122-134.
- Allen, P. (1999). Sales: Organisation and Practice. Athens: Kleidarithmos.
- Alexandris, K., Dimitriadis, N. & Markata, D. (2002). Can Perceptions of Service Quality Predict Behavioural Intentions? An Exploratory Study in the Hotel Sector in Greece. *Managing Service Quality*, 12(4), 224-231.
- Andersson, S.-E. (1998). Passenger choice analysis for seat capacity control: a pilot project in Scandinavian Airlines. *International Transactions in Operational Research*, 5(6), 471-486.
- Lu, A. C. J. (2003). International Airline Alliances. The Hague: Kluwer Law International.
- Arnoult, S. & Miramar, F. (2008). How Low Can We Go. *Air Transport World*, 44(12), 63-65.
- IATA: <https://www.iata.org/en/pressroom/pr/2020-09-29-02/> ; <https://www.iata.org/en/publications/store/world-air-transport-statistics/> (source notes visit date 29/09/2020).
- Daffy, C. (1996). Once a Customer Always a Customer. Britain: MPG Books.
- Fiore, F. (2001). E-marketing. Athens: Giourdas.
- Gee, C., Makens, J. & Choy, D. (1989). The Travel Industry. Kentucky: Van Nostrand.
- Iatrou, K. & Alamdari, F. (2005). The empirical analysis of the impact of alliances on airline operations. *Journal of Air Transport Management*, 11, 127-134.
- Inkpen, G. (1998). Information Technology for Travel and Tourism. London: Longman.
- Javeau, C. (1996). Questionnaire Research. Athens: Typothito.
- Johnson, M. (1998). Customer Orientation and Market Action. New Jersey: Prentice Hall.
- IATA Course Textbook (2019). Selling Airline Reservations and Travel. IATA.
- Kotler, P. (2000). Marketing Management. Athens: Interbooks.
- Wells, A. (1997). Air Transportation Industry. Athens: Ellin.
- Werthner, H. & Klein, S. (1999). Information Technology and Tourism: A Challenging Relationship. *Annals of Tourism Research*, 29(2), 567-568.
- Williams, G. (2002). Airline Competition: Deregulation's Mixed Legacy. Aldershot: Ashgate.
- Worsfold, P. (1999). HRM, Performance, Commitment and Service Quality at the Hotel Industry. *International Journal of Contemporary Hospitality*, 11(7), 340-348.
- Zea, M. & Feldman, D. (1998). Going Global: The Risks and Rewards of Airline Alliance-Based Network Strategies. In *The Handbook of Airline Economics*. New York: McGraw-Hill.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260819

SEMESTER: 8th

COURSE TITLE: Marine and Diving Tourism

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General-Knowledge Specialisation

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek, English and French

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210817_Per_Thalassios-k-katadytikos-tourismos.pdf

LEARNING OUTCOMES

The course in Marine and Diving Tourism aims to introduce students to a form of Special Interest Tourism that is particularly relevant to a country with an extensive coastline. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise and describe the different forms of marine tourism and, more specifically, diving tourism, identifying their fields of application through case studies.
2. Comprehension: Distinguish the typology of marine tourism, explain its specialised forms and differentiate them within the broader field of underwater-activity tourism (e.g. scuba diving versus freediving).

SKILLS

3. Application: Classify the different forms of marine tourism and examine the typology of the tourism product, while exploring the creation of new tourism products linked to the marine environment.
4. Analysis: Combine knowledge acquired in previous semesters and other courses in order to design innovative products or differentiate existing products related to the marine environment.
5. Synthesis: Reconfigure traditional forms and types of marine tourism to develop new products by combining marine tourism with other forms of tourism.

COMPETENCES

6. Evaluation: Define, compare and evaluate the typology of marine tourism and, in particular, its subcategory of diving tourism.

GENERAL COMPETENCES

- Respect for the natural environment
- Independent work
- Teamwork
- Demonstrating social, professional and ethical responsibility and sensitivity to gender issues
- Generating new research ideas
- Exercising critical and self-critical judgement
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. Introduction to marine tourism.
2. Cruise tourism.
3. Cruise typology.
4. Sailing tourism.
5. Sports sailing tourism.

COURSE CONTENT - CONTINUED

6. Motorised water sports.
7. Sea kayaking.
8. Fishing tourism.
9. Introduction to underwater-activity tourism.
10. Snorkelling.
11. Freediving.
12. Recreational underwater fishing and competitive underwater fishing.
13. Recreational scuba diving.

RECOMMENDED BIBLIOGRAPHY

- Garrod, B. & Wilson, J. (2003). Marine Ecotourism: Issues and Experiences (Aspects of Tourism, Book 7). Channel View Publications. ISBN 1873150415, 281 pp.
- Orams, M. (1999). Marine Tourism: Development, Impacts and Management. Taylor & Francis Group. ISBN 9780415139380, 136 pp.

RELEVANT SCIENTIFIC JOURNALS

- Ocean & Coastal Management
- Journal of Coastal Research
- Journal of Sustainable Tourism
- Marine Policy
- Journal of Sustainable Tourism
- Scuba Diving Tourism
- Journal of Coastal Conservation
- Tourism Recreation Research
- Tourism in Marine Environments
- Tourism Management

COURSE OUTLINE

COURSE CODE: 260821

SEMESTER: 8th

COURSE TITLE: Entrepreneurship in Tourism

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek

COURSE OFFERED TO ERASMUS STUDENTS: No

COURSE WEBSITE (URL):

http://ommt.ihu.gr/wp-content/uploads/courses21/210822_Per_Epixeirhmatikothta-kai-kainotomia-ston-tourismo.pdf

LEARNING OUTCOMES

This course introduces students to the concepts of entrepreneurship, innovation and entrepreneurial discovery. Students are expected to understand different types of innovation and apply them to regional development in tourism and, more specifically, to integrate entrepreneurial discovery into a Business Plan. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Recognise the role and importance of new technologies in enterprises and organisations.
2. Comprehension: Understand the importance of Smart Specialisation methodology within the business microenvironment and the broader regional-development context, and explain and draw conclusions from its application.

SKILLS

3. Application: Understand the interdependence between innovation and entrepreneurial activity so as to identify new fields of application.
4. Analysis: Design and analyse the role of new technologies in shaping the tourism product.
5. Synthesis: Integrate and organise applications of entrepreneurship and innovation using Balanced Scorecard methodology.

COMPETENCES

6. Evaluation: Evaluate and compare case studies.

GENERAL COMPETENCES

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas

COURSE CONTENT

Week 1: Definition of innovation and entrepreneurial discovery.

Weeks 2-4: Identifying competitive and comparative advantage in a wider region, investment and linkages with other productive sectors.

COURSE CONTENT - CONTINUED

Week 5: Smart Specialisation as a regional-development tool.

Weeks 6-9: Preparation of a Business Plan incorporating opportunities for innovation.

Week 10: The logic of networking equally distributed nodes and its effects on transactions and entrepreneurship.

Weeks 11-12: Monitoring indicators of successful implementation at both business and regional level.

Week 13: The importance of spatial planning for innovation and entrepreneurship. Case studies.

RECOMMENDED BIBLIOGRAPHY

- Book 1: Bessant, J. & Tidd, J. (2016). Innovation and Entrepreneurship, 3rd ed. Eudoxus Book Code 59382654. ISBN 978-960-418-603-7. A. Tziola & Sons S.A.
- Book 2: Valvi, Theodora; Karagiannis, Ilias; Vliamos, Spyros (2019). Business Model Innovation, 2nd ed. Eudoxus Book Code 86197960. ISBN 978-618-5242-67-1. Disigma Publications.
- Supplementary bibliography:
- European Commission (2009). The Role of Community Research Policy in the Knowledge-based Economy. EUR 24202 EN, Expert Group Report.
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RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260823

SEMESTER: 8th

COURSE TITLE: French Tourism Terminology and Culture

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: General-Knowledge Specialisation

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and French

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Combine their knowledge of the French language in relation to cultural monuments. [The corresponding sentence in the source is grammatically incomplete.]
2. Comprehension: Identify elements of French culture that are directly connected with Greek culture.

SKILLS

3. Application: Examine points of interest for French tourists in Greece and, conversely, for Greek tourists in France.
4. Analysis: Design and develop tourism-related texts in French.
5. Synthesis: Design a complete tourism package in French.

COMPETENCES

6. Evaluation: Support and present case studies in French.

GENERAL COMPETENCES

Upon successful completion of the course, students develop knowledge and competences supporting:

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment

COURSE CONTENT

1. French monuments and sites of historical interest in Greece.
2. Principles of tour guiding in French.
3. Gastronomy terminology in French cuisine.
4. Oenology terminology in French.
5. Geographical and cultural characteristics of France.
6. Complaint handling in French.
7. Writing letters to customers in French.
8. Major monuments in Paris.
9. Contemporary France - Part I.
10. Contemporary France - Part II.
11. Franco-Greek relations in the past.

COURSE CONTENT - CONTINUED

12. Franco-Greek relations in the present.
13. Special-interest tourism case studies in French.

RECOMMENDED BIBLIOGRAPHY

- Patakis-Larousse French-Greek Dictionary, 2012.
- Vite et Bien I. CLE International, 2018.
- Grammaire Progressive du Français, Niveau Débutant. CLE International, 2018.

RELEVANT SCIENTIFIC JOURNALS

Not specified in the source document.

COURSE OUTLINE

COURSE CODE: 260825

SEMESTER: 8th

COURSE TITLE: PADI Diving Business Academy

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background (optional)

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek, English and French

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): <https://exams-sod.the.ihu.gr/course/view.php?id=381>

LEARNING OUTCOMES

The PADI Diving Business Academy course provides a multidimensional approach to services in the diving-tourism sector. The Department delivers the course in accordance with the relevant protocol of the PADI diving organisation. Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Acquire the knowledge required to recognise and describe different diving-tourism products and combine different forms of underwater-activity tourism.
2. Comprehension: Explain market trends and assess the potential of emerging trends.

SKILLS

3. Application: Apply acquired knowledge to case studies in order to generate new ideas and identify new fields of application in the broader underwater-activities market.
4. Analysis: Analyse the data of a diving enterprise, prepare a comprehensive SWOT analysis and develop new actions.
5. Synthesis: Organise and develop a business plan adapted to the needs of the specific market.

COMPETENCES

6. Evaluation: Evaluate, assess and define potential benefits, compare them with possible risks and threats, and support a comprehensive risk-management and sustainability assessment for a diving enterprise.

GENERAL COMPETENCES

- Adapting to new situations
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Promoting free, creative and inductive thinking

COURSE CONTENT

1. PADI case study: the business model of the diving industry - safeguarding the future of diving.
2. Developing customer service.

COURSE CONTENT - CONTINUED

3. Customer complaint management.
4. Knowing the competition.
5. Diving-business niches: the SCUBA system.
6. Diving products offered: the PADI example.
7. Training staff in a diving enterprise.
8. Physical-space layout of a diving enterprise.
9. Business planning for a diving enterprise.
10. Sales development in a diving enterprise.
11. E-commerce development.
12. Telephone sales and customer handling by telephone.
13. Workshop: SWOT analysis.

RECOMMENDED BIBLIOGRAPHY

- Relevant PADI manual. The source notes that this manual is mandatory so that students receive the relevant PADI certification alongside the award of course credits.

RELEVANT SCIENTIFIC JOURNALS

- Ocean & Coastal Management
- Journal of Coastal Research
- Journal of Sustainable Tourism
- Marine Policy
- Journal of Sustainable Tourism
- Scuba Diving Tourism
- Journal of Coastal Conservation
- Tourism Recreation Research
- Tourism in Marine Environments
- Tourism Management

COURSE OUTLINE

COURSE CODE: 260826

SEMESTER: 8th

COURSE TITLE: IATA Passenger Services - Airport Operations

INDEPENDENT TEACHING ACTIVITIES

Lectures: 3 weekly teaching hours

Practical Exercises: 0

Laboratory Exercises: 0

TOTAL: 3 weekly teaching hours - 5 ECTS CREDITS

COURSE TYPE: Specialised Background (optional)

PREREQUISITE COURSES: Not specified in the source document

LANGUAGE OF INSTRUCTION AND EXAMINATIONS: Greek and English

COURSE OFFERED TO ERASMUS STUDENTS: Yes

COURSE WEBSITE (URL): Not specified in the source document

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to apply the knowledge acquired and will have developed skills and competences which, in conjunction with Bloom's taxonomy, are analysed as follows:

KNOWLEDGE

1. Knowledge: Identify and describe airport organisation and operations so as to facilitate the safe movement of passengers through organised procedures.
2. Comprehension: Distinguish different aircraft types and direct passengers according to the flight shown on their ticket.

SKILLS

3. Application: Classify the different travel documents required by airlines and examine them on a case-by-case basis.
4. Analysis: Combine and design air-tourism packages and differentiate them according to the circumstances.
5. Synthesis: Understand airport structure and support the smooth movement of passengers and cargo, while organising and explaining case studies.

COMPETENCES

6. Evaluation: Support passengers of different airlines and nationalities through specified passenger-service procedures and rules.

GENERAL COMPETENCES

Upon successful completion, students will be able to develop competences in:

- Searching, analysing and synthesising data and information using the necessary technologies
- Adapting to new situations
- Decision-making
- Independent work
- Teamwork
- Working in an international environment
- Working in an interdisciplinary environment
- Generating new research ideas

COURSE CONTENT

1. Airport terminals and transit areas.
2. Aircraft types.
3. Aircraft configuration.
4. Departure formalities.

5. MCT - ETA - ETD.

6. Check-in procedures and baggage checking.
7. OSI - SSR (Special Service Request) - glossary.

COURSE CONTENT - CONTINUED

8. Travel documents and formalities.
9. Travel Information Manual (TIM).
10. Airport travel documents and arrival formalities.
11. World time zones.
12. Airport abbreviations.
13. Lost and found.

RECOMMENDED BIBLIOGRAPHY

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